The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

ABOVE: "Drive-through" store of Club Cleaners, Eugene, Oregon, features two-way entrance to carport. Story on page 42

How to base promotion on operation change..Page 38

Custom-tailored speech for the drycleaner.....Page 78

Safe and efficient protection for wiring.....Page 24

OCTOBER, 1952

A R

University Microfilms
313 North First Street
Ann Arbor, Michigan

2 reasons why it pays to use **HYFLO** *in your Charged System Cleaning:*

Detergent efficiency is increased . . .

. . . and garments come cleaner, too!

NATURALLY you want your Charged System detergent to do the best cleaning job possible . . . *and to stay on the job as long as possible.*

You'll win both ways by using Hyflo*. . . the high speed filter powder that removes only the solid soil, and allows the active detergent to return to the washer for re-use. Thus you economically maintain your soap run at full strength . . . and also turn out cleaner garments for your customers.

Hyflo is a filter powder with characteristics specially suited to Charged System requirements. Particle fineness is exactly right for trapping all dirt (lint, dust, and other solids) . . . while the crystal-clear solvent and detergent pass freely through the cake that builds up on the screen.

To get all the facts about Hyflo—how it can be used to increase the efficiency of your filtering system and save money too—ask your dealer for a copy of the brand-new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N. Y.

*Reg. U.S. Pat. Off.

Johns-Manville HYFLO the original high speed Filter Powder

The BUCKEYE spot and stain removal chart

	STAINS	STEP 1	EXTREME STAINS STEP 2	EXTREME STAINS STEP 3
Dry Side	Auto Grease, Airplane Dope, Adhesive Tape, Chewing Gum, Creosote, Furniture Polish, Permanent Starch, Rubber Cement, Mineral & Animal Oil	A·B		
	Auto Polish, Grease		N	E
	Asphalt, Carbon, Hair Oil, Nail Polish		J	K
	Foundation Cream and Powder Makeup, Hemlines, Ointment		C-D	
	Collodion		C	
	Eyebrow Pencil, Mascara		K	E-C-D
	Enamel		K	F
	Indelible Pencil		C-D	E-F
	Inks		C-D	E-K-M-F
	Lacquer		K	C-D
	Paints		H	K-C-D
	Lipstick		G	L-C-D-F
	Rouge		E	C-H-D-G-F
	Shoe Polish		C-D	I-F
	Unknown Stains		C-D	K-I-M-F-O
Wet Side	Animal Stains, Cement, Dye Stains	C·D	O	
	Beer—Ale, Catsup, Egg, Fruit Stains, Gin, Soft Drinks		M	E-F-O
	Blood		A	I-M-O
	Chocolate, Cocoa, Coffee, Tea		I	M-F-O
	Cream, Milk		I	M-F-O
	Deodorant		H	A-B
	Discharge		M	O
	Grass		A	E-F
	Glue		O	L
	Gravy		A	M-H-O
	Ice Cream		M	E-I
	Liquor		M	E-C-F-O
	Mustard		F	C-D
	Mayonnaise		K	C-M-B-F
	Medicines		A	F-O
	Mildew		F	O
	Perfume		F	A-L
	Scorch		G	L
	Sweat Stains		A	E-M-H
	Urine		C	I-F
	Vomit		G	I-L-F-O
	Water Marks		A	I-E-M-F
	Albumin	C	A	M-E-D-O
	Perspiration		G	L-A-N-H-D
	Smoke Stain		G	A-C-D

MIXTURES

- **A** "BUCKEYE" Paint, Oil & Grease Remover (Oily Type)
- **B** "BUCKEYE" Klor-Lene (Volatile Dry Spotter)
- **C** "BUCKEYE" Steam Spotter (Neutral Lubricant)
- **D** "BUCKEYE" Wet Spotter (Ammoniated)
- **E** "BUCKEYE" Pre-Spotter
- **F** "BUCKEYE" General Formula (Special Stain Remover)
- **G** "BUCKEYE" Neutra-Lene (Deodorizer & Stain Remover)
- **H** 4 Parts "BUCKEYE" Paint, Oil & Grease Remover, 1 Part Water
- **I** 1 Part "BUCKEYE" Paint, Oil & Grease Remover, 1 Part Water
- **J** 2 Parts "BUCKEYE" Paint, Oil & Grease Remover, 1 Part "BUCKEYE" Klor-Lene
- **K** 2 Parts "BUCKEYE" Paint, Oil & Grease Remover, 1 Part "BUCKEYE" Pre-Spotter
- **L** 1 Part "BUCKEYE" Klor-Lene, 1 Part "BUCKEYE" Neutra-Lene
- **M** 1 Part "BUCKEYE" Pre-Spotter, 1 Part Solvent, 1 Part Water
- **N** 1 Part "BUCKEYE" Pre-Spotter, 1 Part "BUCKEYE" Klor-Lene
- **O** Commercial Digester

Where Wet agents are used, first wet stain with water.
Where Dry agents are used, first wet stain with solvent.

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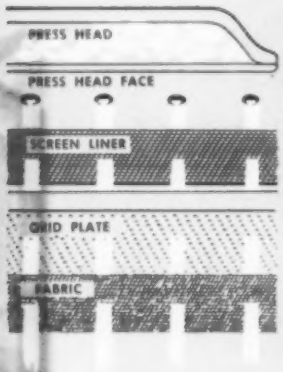
THE DAVIES-YOUNG SOAP CO., DAYTON 1, OHIO

NATIONAL CLEANER & DYER, October, 1952. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 304 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6 per year. Volume 43, No. 10. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

STEAM MARKS BY DAVIS

HERE IS WHY YOU GET STEAM MARKS..SHINE..HARSH FINISHING



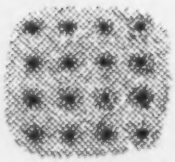
Steam holes in your Presshead are 1 inch apart. Steam, under high pressure, shoots through these holes

The jets of pressure steam drive straight through any copper screen or woven liner you may have used between Presshead and Grid Plate

Steam, still under high velocity, continues directly through the Grid Plate . . . strikes the Garment with full force . . . *Leaves steam marks one inch apart.* (They're always there, even though you can't always see them!)

Steam goes *through* the Garment . . . has no chance to distribute over the pressing area . . . no opportunity to soften the Garment surface for proper pressing. Result: uneven finishing.

LOOK at your present liner screen . . . You can see the marks of the presshead ports.



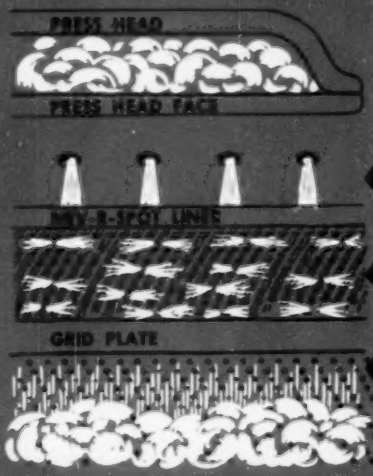
LOOK at the inside of your grid plate . . . You can see where steam from the presshead has gone through the screen.

LOOK at your buck cover . . . See those spots where steam came through from the head?

THE GARMENTS YOU FINISH GET MARKED, TOO! THAT'S WHY YOU NEED THE NEV-R-SPOT LINER

POSITIVELY PREVENTS DIRECT STEAM-JET ACTION THAT LEAVES STEAM SPOTS ON GARMENTS

SENSATIONAL *NEW* LINER PLATE SPRAYS



Davis® SPECIALTIES

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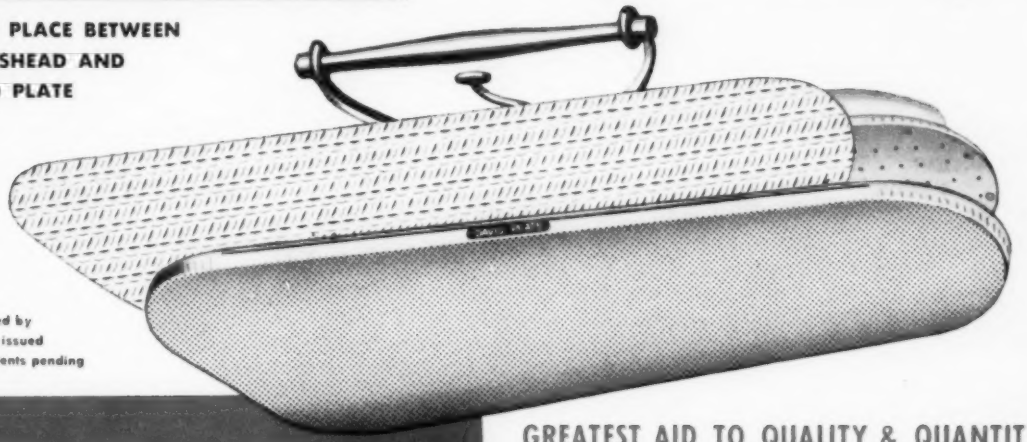
BANISHED FOREVER

NEV-R-SPOT *Liner Plate!*

JUST PLACE BETWEEN PRESSHEAD AND GRID PLATE



Protected by patents issued and patents pending

DAVIS NEV-R-SPOT STEAM SIDEWAYS

Jets of steam leaving pressehead hit the NEV-R-SPOT liner plate

Steam is forced out *sideways* to spread like a blanket inside the grid plate

Steam issues evenly from every perforation of the grid plate

STEAM IS PERFECTLY DISTRIBUTED TO EVERY FIBRE UNDER UNIFORM PRESSURE

ONLY $9.85 ea. in lots of 3

SINGLE LINER $10.85 in 38" to 46" sizes. Other sizes priced proportionately.

GREATEST AID TO QUALITY & QUANTITY FINISHING SINCE THE GRID PLATE

FINER CONDITIONING AND PRESSING OF ALL FABRICS THAN EVER BEFORE POSSIBLE

Now, for the first time in cleaning history, you can press *all* garments, *all* fabrics, without steam marks. No longer need garments be subjected to the harmful and shine-producing jet action of steam under high velocity from the presshead.

Completely New . . . Completely Different! The Davis NEV-R-SPOT is a steam-diffusing liner plate to put between presshead and grid plate of all dry-cleaning presses. Thousands of tiny canopied openings spray the steam *sideways* to spread like a fluffy blanket over the entire inside surface of the grid plate before coming through its perforations.

Guaranteed to Eliminate Steam Marks! The NEV-R-SPOT ends the "hot spots" and "nickel marks" which have plagued cleaners for years. Fabrics are moistened more quickly, softened more evenly, because steam is *not* forced through by high velocity at points in line with the presshead ports (as occurs with copper screen or other mesh liners), while substantially missing all the areas between those points. Now, even novice pressers handle the most difficult fabrics with ease, because steam can only come through uniformly, gently, revivingly.

New Fabrics Demanded It! Dacron . . . Orlon . . . Nylon . . . Gabardine . . . all these may now be finished perfectly on presses. The NEV-R-SPOT Liner Plate lets *less* steam do *more* work, more effectively . . . gives all garments a firm, well-set finishing without an objectionable "pressed" look . . . keeps all fabrics *alive*, new-looking, with a new-like feel. NEV-R-SPOT is now available—for all makes and models of presses, for all grid plates. You need it . . . your finishing demands it.

IC., CHICAGO 24, ILLINOIS

ORDER NOW FROM YOUR SUPPLIER

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Did you ever wonder what those two little logotypes at the bottom of this page stood for? We're right proud of both of them!

The ABP means we are members of Associated Business Publications. Easiest explanation of that is to say ABP is the NICD of the business-paper field. And we benefit just as much by belonging to that association as you do from membership in NICD, or should if you made best use of it.

ABC

The ABC is a horse of a different color (and not "alcoholic beverage control," either). It stands for Audit Bureau of Circulations. That's the outfit that guarantees to anyone interested, including our advertisers, that our list of paid subscribers is exactly what we say it is.

That word "audit" means just that! Twice a year, without warning, a guy with eyes bleaker than a banker's drops in and spends a week or two going over our list of subscribers with a fine-tooth comb. He'd rather challenge the validity of a subscription than have a beer or meet a blonde! Where they find those guys we don't know, but we seldom see the same one twice, and you don't get chummy with them—just polite.

So, twice a year, this Audit Bureau of Circulations publishes a complete statement of our circulation. When it says we have 17,500 subscribers who buy and pay for the privilege of reading THE NATIONAL CLEANER & DYER, our advertisers know that's it for sure. Also they know how many allied trades, associations, schools, libraries, etc., receive copies of our publication.

That isn't saying the nonmembers of ABC have phony subscription figures—far from it. But although ABC has been operating since 1914, only 370 of the 1,200 or more business papers existing today care to go to the expense and trouble of exposing themselves to this semi-annual audit.

Incidentally, a remarkable thing about ABC, in this age of government controls in securities, food and drugs, insurance and banking, is that is was created by independent business men. Here is a type of self-regulation that can confound bureaucracy by the very extent of its efficiency and success.

What does ABC mean to us who work here? It's a challenge! We know we must give the reader full value and more for the four bucks he pays to read this magazine. We know that a circulation drop could mean we weren't doing as good an editorial job as we had been. And we know that when circulation grows as it has, at least some drycleaners are getting at least four bucks' worth out of the book.

We like the ABC!—W.R.P.

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Two-bath method brings near elimination of wet cleaning

COMBINATION WASHER-EXTRACTORS PROVIDE FOR BOTH 43 TIMES AS MUCH SOAP AND FOR SEPARATE RINSE AT NO ADDITIONAL COST

THE BENEFITS of the two-bath method of dry cleaning are obvious. It is simply a question of using much more soap, followed by an infinitely purer rinse.

The 3% solution of FORMULA 886 introduces 43 times more active ingredient to the washer-filter assembly than is introduced by the best filter soap in the old fresh-soap-to-each-batch method; and at least 4 times as much as introduced by the very best *"charged system"* with no separate rinse.

The active ingredient in a 3% solution of 886 is comparable to that of a concentrated soaking bath. Fabrics cleaned in it are virtually prespotted right in the washer.

But even the most liberal cleaning-room budget could not afford the use of 43 times as much soap, or the maintenance of such pure rinse solvent, if the fabrics were not extracted between soaping and rinsing. This extra step is necessary to the practical application of the two-bath method. After cleaning on filter circulation in the 3% solution of 886, the strong soap solution is extracted from the fabrics and salvaged for continuous use.

In thus providing for such a large recovery of strong soap solution, the soap cost per hundred pounds of fabrics is *actually less* than when only a fraction as much soap is used in the one-bath method. Of equal importance is the fact that the extraction between soaping and rinsing prevents excessive contamination of the rinse solvent, and the added purity of the solvent from which the fabrics are removed for drying contributes immensely to the success of the two-bath method.

THE COMBINATION WASHER-EXTRACTOR is a boon to the two-bath method because of its labor saving features. Three transfers of fabrics are required when using conventional petroleum equipment: (1) *from strong soap washer to extractor;* (2) *then to rinse washer;* (3) *and then back to extractor.* The combination washer-extractor reduces this handling from three transfers to none when the soaping and rinsing are conducted in the same machine, or to one transfer when the use of one combination machine is restricted to soaping and a second combination machine reserved for rinsing.

After having purchased new equipment, or after having converted old equipment for the practical adaptation of the two-bath method, protect your investment in time and money by resisting all temptation to use any soap or cleaning-aid other than FORMULA 886. Filter soaps and *"concentrates"* do not possess the degree of solubility or stability so necessary for maintaining the required concentration of active ingredient in the strong soap washer-filter assembly.

Other cleaning-aids more recently marketed in an attempt to emulate 886 fail to provide equal moisture control, and fail to impart as much conductivity to the solvent, both of which are so necessary for the unprecedented pass-ups and whiteness retention enjoyed with 886.

For detailed information on the two-bath method write for free copy of article titled "THE COMBINATION WASHER-EXTRACTOR." R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6.

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When writing to advertisers please mention The NATIONAL CLEANER & DYER

Let these plain hard facts show you how you'll save with

CHEVROLET Advance-Design TRUCKS

CHEVROLET first in demand in value in sales

Fact No. 1

THEY LIST FOR LESS

Yes, Chevrolet trucks *list for less* than *any other* comparable truck capable of handling the same payloads. And yet, in a Chevrolet you'll find a combination of great truck features you can get in no other truck.

Fact No. 2

EVERY MILE AN ECONOMICAL MILE

For low fuel, oil and upkeep costs you can't beat Chevrolet's time-proved Valve-in-Head engines. Thriftmaster or Loadmaster, these engines give you top economy and long life to match the ruggedness of frame, axles and other units.

Fact No. 3

THERE'S ONE TO FIT YOUR JOB

Right down to wheels and tires, every Chevrolet truck is fitted to the job it has to do—*factory-matched* to operating conditions and payload. You don't have to waste money on "too much truck" or sacrifice efficiency with "too little truck" for your needs.

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Chevrolet trucks traditionally bring more dollars at resale or trade-in than other makes costing about the same when new. You get more value with Chevrolet trucks from first to last. See your Chevrolet dealer.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHRO-MESH TRANSMISSION—for fast, smooth shifting • HYPOID REAR AXLE—for dependability and long life • TORQUE-ACTION BRAKES—on light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—on medium-duty models • TWIN-ACTION REAR BRAKES—on heavy-duty models • DUAL-SHOE PARKING BRAKE—for greater holding ability on heavy-duty models • CAB SEAT—with double-deck springs for complete riding comfort • VENTI-PANES—for improved cab ventilation • WIDE-BASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGNED BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

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1ST put all garments to be wet cleaned into the RSR bath

It's the surest way *to loosen all spots and stains in one treatment . . .*

It's the surest way *to avoid costly, time-consuming hand labor and risky, hard scrubbing . . .*

It's the surest way *to make the wet cleaning operation pay a profit!*

RSR costs you only a few negligible pennies . . . less than 3 cents a gallon . . . because you get 141 gallons of digesting solution from a pound of the **new, extra-strength RSR!**

NOTE Digestion in the RSR bath prior to wet cleaning is particularly advantageous in plants using the strong soap solution, as those spots remaining will probably be hard-set and tenacious. Unless those stains have been loosened by RSR, a dangerous amount of hard, hand scrubbing may be necessary to remove them.

WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York 16, N. Y.

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. . . IT'S A MONEY SAVER

SO-KLEEN Penetrant gives you a continuous dual dry and moist action that minimizes spotting, wet cleaning and finishing. There's a tremendous increase in the number of "pass-ups" and remarkable decrease in wet cleaning.

BEAT CURRENT FILTER POWDER SHORTAGES with

So-KLEEN Penetrant

Reg. U. S. Pat. Off.

. . . IT GIVES SUPERIOR PENETRATION!

SO-KLEEN Penetrant thoroughly removes embedded grease, grime and spots. It's not removed by filtration, it stays in and supercharges the solvent load after load. **SO-KLEEN Penetrant** always gives uniform results . . . and is odorless.

CHARGE SYSTEM SOAP—CHOICE FOR OVER 10 YEARS—YOUR BEST BET TODAY BECAUSE SO-KLEEN Penetrant CAN BE USED WITH MAGNESOL OR ANY OTHER CLARIFYING FILTER AID . . . FILTER POWDER SHORTAGES DON'T BOTHER YOU!

SO-KLEEN Penetrant IS ALWAYS YOUR WISEST CHOICE!

Still your best buy at only
$1.92 gal. (55 gal. drum)
$2.03 gal. (30 gal. ½ drum)
$2.14 gal. (15 gal. ¼ drum).
Shipped anywhere in the U. S.

FOR SYNTHETIC MACHINERY USERS — ASK *FOR SO-KLEEN* "SY" PERC CONTAINING PERCHLORETHYLENE AS A VEHICLE FOR THE SAME SUPERIOR PENETRATION (slightly higher price). **ORDER TODAY** (please list your jobber)

MERSON PRODUCTS CO.
63 Essex St., Jersey City 2, N. J.

SO— KLEEN
PENETRATES

. . . IT'S EASIER TO USE!

SO-KLEEN Penetrant directions are simple. Just charge your solvent, prepare and add your emulsion. That's all! No demonstrations, no test kits . . . no guesswork.

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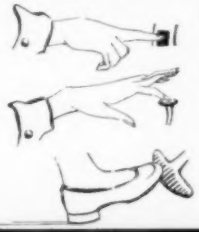
RESPOND TO A WOMAN'S TOUCH!



Light Finger-Tip Touch of Either Apron Button—
- Brings head down to "contact" finishing

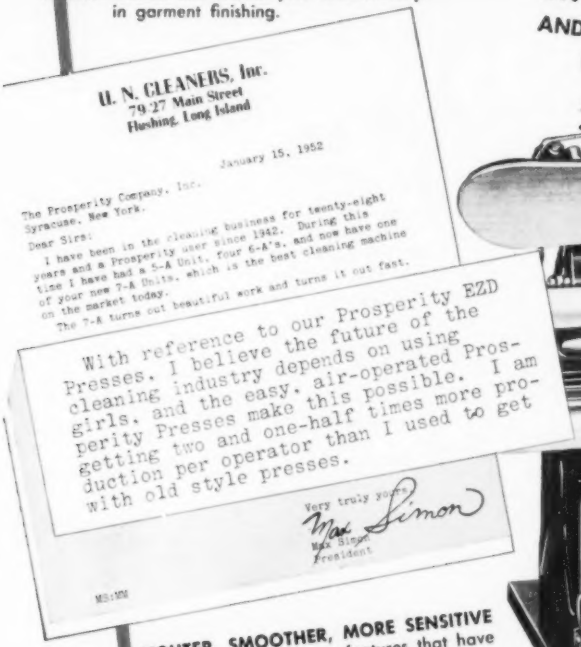
Light Finger-Tip Touch of Head Levers—
- Produces any degree of pressure up to creasing pressure
- Produces quick top steam from a wisp to full steam over entire top buck

Light Toe-Tip Touch of Floor-Level Pedals—
- Produces sharp, quick, all-over vacuum
- Produces quick bottom steam

All lays finished in easy, rhythmic, motions . . . no reach, no stress, no strain!

TODAY women can answer your call for help in garment finishing.

GIVE ME A "PROSPERITY" AND I'LL GIVE YOU FASTER, FINER PRODUCTION ALL DAY LONG!



U. N. CLEANERS, Inc.
79-27 Main Street
Flushing, Long Island

January 15, 1952

The Prosperity Company, Inc.
Syracuse, New York.

Dear Sirs:

I have been in the cleaning business for twenty-eight years and a Prosperity user since 1942. During this time I have had a 5-A Unit, four 6-A's, and now have one of your new 7-A Units, which is the best cleaning machine on the market today.

The 7-A turns out beautiful work and turns it out fast.

With reference to our Prosperity EZD Presses, I believe the future of the cleaning industry depends on using girls, and the easy, air-operated Prosperity Presses make this possible. I am getting two and one-half times more production per operator than I used to get with old style presses.

Very truly yours,
Max Simon
Max Simon
President

MS:jm

Model 443-EZD

LIGHTER, SMOOTHER, MORE SENSITIVE CONTROL of the finest features that have ever been built into garment-pressing machines . . . ease that now parallels the fine sensitivity of Prosperity laundry presses.

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PHONE, WIRE or WRITE for full information on Prosperity Air-Operated Garment Presses. Seven buck shapes for production-line setups.

The PROSPERITY Company Inc.
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRY and DRYCLEANING PLANTS
Main Office and Factory, Syracuse 1, N. Y. Sales, Service and Parts in Principal Cities

LETTERS to the EDITOR

Tribute to Industry Pioneers

Dear Editor:

We wish to express our appreciation and gratitude for the editorial you published paying tribute to the efforts of J. D. Gore and Frank Weller. As members of Mr. Gore's family, we well know the amount of time, energy and heartaches these men willingly gave in behalf of our Institute of Cleaning and Dyeing. My father made 13 round trips to Washington and Silver Spring during one year of his term as president, neglecting his own personal interest, in a successful effort to hold our association together.

At the same time many other men in our industry devoted much of their precious time, leaving us, as beneficiaries, a powerful and valuable association and Institute.

As young men in the industry, we are prone to forget our benefactors, those men of 20 or so years ago who laid the groundwork for our industry and Institute.

We again wish to thank you for the recognition of these men.

MRS. J. D. GORE
MRS. FRANK FITE, JR.
JACK GORE

Beaumont, Texas

Memorial Suggested

Dear Editor:

Thanks for your fine editorial on Weller and Gore in the June issue. No four men anywhere have done as much as they, and no one can say too much for them. It was very thoughtful of you and again thanks.

I hope that at some future convention a memorial service will be held for Trimble, Weller, Gore and Matson.

PERRY D. WALKER
R. R. Street & Co. Inc.

Haperville, Georgia

Plea for Self-Regulation

Dear Editor:

In the August CLEANER & DYER our interest is attracted by a small item reporting on "Proposed New York Licensing."

As president of our Association in Michigan, in my humble opinion it is just exactly this negative approach by ourselves to the economic facts of our industry that has degraded and demoralized our economic status and public standing, until we force somebody to institute a financial responsibility law to protect the public.

Isn't our customer entitled to financial responsibility from his drycleaner, as well as to technical know-how? Are we trying to do a horse-and-buggy business in a jet-airplane era?

Inflation has relentlessly pushed up our costs and compelled this 1952 level, whether we liked it or not. Some drycleaners are still trying to get along on "slave labor" wages, which only drives employees into unions, or more lucrative fields.

We have just simply failed to translate these costs and wages into adequate "prices." Don't blame the OPS. That came long after we had accepted defeatism. We could not regulate ourselves for our own economic survival!

Why doesn't somebody do something? My own answer, as a leader in Michigan, is:

1. Discard the "negative," embrace the "positive."
2. Through all trade publications, the NICD, the various state associations, promote this positive approach.
3. In specific problems such as the licensing law as proposed in New York City, let the state and city industry leaders approach the problem in a spirit of cooperation with the city or state authorities. Either by improved self-regulation within the industry, or by a government-imposed law which will protect the equities of both public and the self-behaved portion of the industry, the problem would be relieved, and let the offenders take their own consequences.

We owe an obligation to the public, also to our employees, whose standard of living is just as worthy as any other workers'.

We have an obligation to each other within our industry. Until we learn to live with one another, we certainly will fail to do the right kind of job for the other two—our customer and our employee.

ELWYN L. MESSENGER
President
Michigan Drycleaners Association

Lansing, Michigan

We can't legislate or control the number of pieces a customer will bring in for cleaning at a specific price. In the city of Vancouver, for instance, as prices rose, piecewise volume dropped (page 69, September NATIONAL CLEANER & DYER).—EDITOR

Old Subscriber's Valedictory

Dear Editor:

It is with regret that I cannot renew my subscription to THE NATIONAL CLEANER & DYER as I have now reached my full span of life. I wish to say that in my almost 50 years in the cleaning and laundry business your magazine was always looked forward to each month, that it is a wonderful stimulant for anyone in this line of work.

I have a son who is carrying on my profession; has a fine plant at Santa Maria, California, the Paramount Cleaners.

My last job was here as manager of the Red Wing Laundry, Inc. Held this position for 17 years, retired seven years ago. My health is on a par with my age of 75 years, so have nothing to complain about except the high cost of living.

Thanks for all past favors, and best wishes to your publication.

HENRY MADSON

Red Wing, Minnesota

SWING TO SNA-PON GUARDS

TRADE MARK REG. U.S. PAT. OFF.

PAT. NOS. 2510043-2510044

- 50% easier to thread!
- Snaps on any standard hanger.
- Die-cut ends prevent pivoting.
- 2 rows of fibre bursts prevent slippage.
- Just slide on and press down.

PRODUCTION LIMITED — ORDERS FILLED AS RECEIVED

Contact Your Jobber

TILLERY CONTAINER COMPANY

6000 Wilson Ave. Kansas City 3, Missouri

When writing to advertisers please mention The NATIONAL CLEANER & DYER

"The smart buyer doesn't rely on hearsay when he can get the FACTS"

BEFORE YOU SELECT A GARMENT FINISHER ... BE SURE TO

look at both

THE PARIS MASTER

THE OTHER FINISHER

WITH THIS CHECK LIST, make a brief examination of the two multiple-use steam-air garment finishers. Then you can decide easily and *accurately*

- which is the better designed?
- which is the better constructed?
- which is more easily operated?
- which one FINISHES the most garments?

THEN YOU CAN BE THE JUDGE OF OUR CLAIM:

The NEW Paris Master yields higher production per operator hour of finished quality work than any other garment finisher because

1. The Paris is faster and easier to operate, and
2. The Paris requires fewer touch-ups and gives more pass-ups.

★ COMPARE PARIS' UNEQUALLED ADVANTAGES

	CHECK LIST	PARIS MASTER	OTHER FINISHER
1.	Is the shoulder size instantly adjustable?	Yes	No
2.	Are roll sleeves finished automatically?	Yes	No
3.	Does the form turn so the operator can stand still?	Yes	No
4.	Is minimum steam used without operator discomfort?	Yes	No
5.	Can suede and all fur trimmed garments be finished safely?	Yes	No
6.	What is the basic construction material?	Stainless steel	Black iron
7.	What is the form's range of expansion, i.e., from how small to how large (average of measurements at shoulder, chest, waist, hips and typical hem line)?	108½	37½

This unmatched range of the form's size — 108½ — enables the Paris to apply needed pressure to more areas of different sizes of garments, hence to finish more garments better than is possible with any other finisher.

Start Now Toward Better Finishing at Lower Cost

Ask your jobber to show you a NEW model Paris finisher. If you wish, he can plug it in any light socket; then even without steam, you can see for yourself why

THE PARIS TURNS OUT BETTER WORK FASTER.
Write us for additional information and PROOF.

GARMENT FINISHING EQUIPMENT CORPORATION

Exclusive U. S. A. Distributors for Paris Mfg. Co., Sales Office: 18 Brattle St., Cambridge 38, Mass.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Cleaner's Clinic

BY "DOC" FILTROL

℞

EXCESSIVE FILTER PRESSURE

Excessive filter pressure is one of the most common filtration complaints encountered. Yet, it is usually a result of faulty operating practices. High filter pressure is of utmost importance since it indicates to the operator that his solvent flow rate has been reduced with a resultant increase in cycle time. This means lowered production rate.

CAUTION: Among other things, extremely low filter pressure is dependent upon pump condition. Therefore, many drycleaners are installing flowmeters in the filter outlet line. These instruments are designed to indicate actual flow rate in gallons per hour. The flowmeter is not costly and it gives extremely valuable information.

In order to operate the filter system with the minimum of difficulty and maximum efficiency, follow these rules: 1. Maintain screens or bags in clean condition and good repair. Make sure they are firmly seated in the manifold and that filter case is frequently bled of air; 2. Maintain pump in good repair and keep system free of leaks—keep pump running continuously; 3. Precoat daily and use filter powder with each load—use proper amounts of filter powder; 4. Add filter powder through button trap or special powder trap; 5. Keep system and solvent sparkling clean by using DC Filtrol exclusively.

DUSTING

Occasionally drycleaners are troubled with "dusting," which is the collecting of filter powder in the garments. After tumbling and finishing the powder shows up, particularly on darks, and is objectionable to the garment's appearance. Hand brushing or re-running is necessary at this stage of the operation for correcting the condition. The best corrective measure is that of taking the necessary steps to insure that dusting does not occur.

Dusting will not occur if the filter powder is never allowed to touch the garments.

Thus, the first step to be taken is that of maintaining a good precoat. The powder used in precoating may be introduced through the washer, provided ample circulation time is allowed to remove all of the powder from the washer shell. Sufficient quantity of powder must be used and filter pump should be run continuously. Load additions of filter powder then are introduced through the button trap or a special powder trap. When filter powder is thus introduced it does not normally contact the garments and dusting is eliminated.

There are several other precautions to be taken for the prevention of dusting: 1. Maintain bags or screens free of holes; 2. Make sure bags or screens are properly seated in the manifold; 3. Use DC Filtrol for precoating and with each load—thus, a free-flowing filter cake is formed which efficiently filters the solvent free of all solids.

DC Filtrol is a combination adsorbent filter powder which is manufactured especially for use in the drycleaning process. It is chemically activated and processed just right to remove a maximum of impurities while maintaining a free-flowing filter cake. For best results it should be used in precoating and with every load.

DC Filtrol has been acclaimed as an "all-around powder" for over twelve years by cleaners throughout the world. Now is the time to take advantage of a proven product. Order "DC" from your distributor today—the choice of the industry.

Doc

Filtrol* CORPORATION
727 West Seventh Street, Los Angeles 17, California
Plants: Vernon, California; Salt Lake City, Utah;
Jackson, Mississippi

*T.M. Reg. U.S. Pat. Off.

Another Big *Resillo* "First"!

Completely

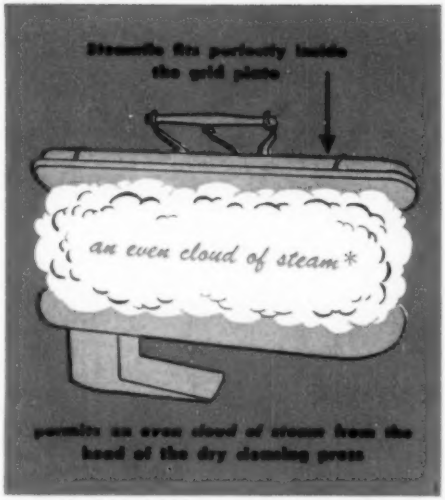
Solves Steam Flow Problem

on Dry Cleaning Presses!

Thousands of Steamflo Pads now in use all over the U.S. *prove* these statements:

1. **FINER FINISHING**—no garment "shine."
2. **FASTER PRESSING**—no more continuous steaming.
3. **LONGER LASTING**—rugged, resilient, stainless metal mesh construction.
4. **MONEY SAVING**—outlasts anything now used.
5. **STEAMFLO PADS** are made to perfectly fit inside the grid plate on the head of *all* makes and models of dry cleaning presses.

Ask your Resillo Jobber now about the new Steamflo for the upper bucks of dry cleaning presses.



Resillo WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL **PRESS PADS**

RESILLO COMPANY · 2328 WEST NELSON STREET · CHICAGO 18, ILLINOIS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Stā★Nu ★ PROCESS franchise gives you

*Patent No. 2,606,377

LIFE

Stā★Nu Ad in LIFE MAGAZINE makes Low-Cost Stā★Nu franchise more valuable than ever before!

Stā★Nu franchise gives you:

- ★ FINEST PATENTED FINISHING PROCESS EVER DEVELOPED
- ★ EXCLUSIVE USE OF ALL STA★NU SALES PROMOTION MATERIAL
- ★ VALUABLE PRESTIGE OF A NATIONALLY ADVERTISED NAME
- ★ EXCLUSIVE USE OF PATENTED STA★NU PROCESS IN YOUR AREA

Get A Lift With Life! A new, packed-with-sales-power advertisement will sell the STA★NU DRYCLEANER to a potential *23,950,000 drycleaning customers in the November 17 issue of LIFE! And this is only the beginning!

REMEMBER! Only **one** drycleaner in each area awarded exclusive STA★NU franchise. Drycleaning customers in your town are looking for their local STA★NU DRYCLEANER. Make certain it is YOU! For complete details about STA★NU, new miracle finishing process, and how to arrange a FREE DEMONSTRATION of the amazing STA★NU "HALF AND HALF" TEST right in your plant, write to STA★NU **TODAY!**

STA★NU Process nationally advertised in LIFE VOGUE

Stā★Nu ★ PROCESS

Stā★Nu Corporation • 110 So. DEARBORN ST. • CHICAGO, ILL.

*Latest Readership Figures

SIGNS of the TIMES

DEFENSE DATA

A general easing of shortages has moved perchlorethylene, trichlorethylene and carbon tetrachloride from Group II to Group III of DPA's list of basic materials. These solvents are now in "fair to good supply," instead of "in approximate balance with defense and essential civilian demand." Aluminum and copper supplies have also been eased and shifted to Group II.

Construction controls will be relaxed considerably on April 1, 1953, NPA announced after a meeting with the Construction Industry Advisory Committee. Among the accepted recommendations of the committee was the end of the distinction between industrial and all other construction, including commercial projects. All other construction will be allowed per quarter, per project, 25 tons of carbon and alloy steel, 5,000 pounds of copper and 4,000 pounds of aluminum.

The relaxation of restrictions was put off until next April because of the loss of steel production during the recent strike. The order is being issued now, however, to permit preliminary planning and placement of orders. An earlier date may be set if the supply situation makes it feasible.

The committee also recommended that NPA suggest to the Federal Reserve Board relaxation of credit regulations on commercial and industrial construction.

Exceptions to the small-business exemption from wage and salary control have been issued by the Economic Stabilization Agency. (A small business is defined as one having eight or fewer employees in all its "establishments, branches, units or affiliates.") The enterprise is not exempt if the compensation of one or more employees is established on an industry, association, area or similar basis, as contained in a master contract or identical contracts, or which follows compensation terms set in such contracts.

Also, a small business which had eight or less employees on July 29, 1952, loses its exemption when total employment exceeds 15 persons.

An employer cannot divide a business into separate enterprises in order to claim an exemption.

# #

New York Wage Rise Proposed: The Cleaning and Dyeing Minimum Wage Board which was named recently to propose new minimum rates for industry workers in New York State has recommended an 80-cent minimum hourly rate and one-week paid vacation. There are about 26,000 workers in the industry in the state.

This is the first time, the State Department of Labor reports, that a wage board has recommended a basic minimum rate in excess of the 75-cent Federal minimum hourly rate. The recommendation for one-week paid vacations after one year's service followed the lead of the laundry wage board which had previously submitted its report. The drycleaning board, representing the industry, the public and labor, also recommended a 75-cent hourly rate for apprentices during an 8-week learning period.

The original New York cleaning and dyeing wage order, first effective in 1939 and made mandatory in 1944, was revised in 1947 when the present statewide hourly minimum rate of 57½ cents was set.

According to the state law, State Industrial Commissioner Edward Corsi was to hold public hearings on the proposed new order within a month after receiving the report, then accept or reject the recommendations of the board in whole or in part.

# #

Labeling Boost From Textile Press: A constructive suggestion for informative labeling of garments made from new fibers is offered in the September 1952 issue of *Modern Textiles Magazine*. An editorial by the publisher, Francis A. Adams, expresses the opinion that both the textile industry and the Federal Trade Commission have been looking at the labeling problem from the wrong point of view. What the consumer wants, Mr. Adams says, is not a listing of fiber content and the proportion of each fiber, but information about how to get the best service life out of the garment. The editorial states:

"To our way of thinking—which is shared by others in the industry—the message that garment labels should bear is how to obtain optimum laundering and drycleaning performance."

One yarn-producing executive, Mr. Adams reports, has worked out a tentative coding system for garment labels which will give the drycleaner the information he needs to do a good job. He points out the beneficial effects of this constructive idea to the textile industry, consumers and drycleaners, and commends it to the attention of both the Federal Trade Commission and the textile industry.

# #

Canadians Want Labeling, Too: The desire of industry members in Canada for informative fabric labeling was expressed at a meeting of drycleaning and laundry executives in Winnipeg by E. W. Finlayson, managing executive of the Canadian Research Institute of Launderers and Cleaners. Mr. Finlayson emphasized the growing difficulty of identifying by simple methods, previously possible in the plant, the many new fabrics and blends appearing on the market.

# #

Public Service by Drycleaners: Ben Hanlon, owner of Atkinson (Neb.) Cleaners, has been named adjutant of Farley-Tushla Post No. 86, American Legion.

Among the five trustees of a scholarship fund established at Hillside, N. J., by the Dads' Booster Club, to be applied to education of Hillside High School graduates beyond the high school level, is Philip B. Henoch, president of the Co-Operative Cleaning Plant, Irvington, N. J.

The entrance fee for participation of the Mel Tierney Drum and Bugle Corps of Park Ridge in the Frontier Festival parade held August 9 at Des Plaines, Ill., was paid by Stan Foster of Breens Cleaners and Des Plaines Fur Company.

At Marshfield, Mo., Marshfield Cleaners joined with a local theater and retailer in providing free theater

take a number from one to ten . . .

for another reason why a

COLUMBIA HRT*

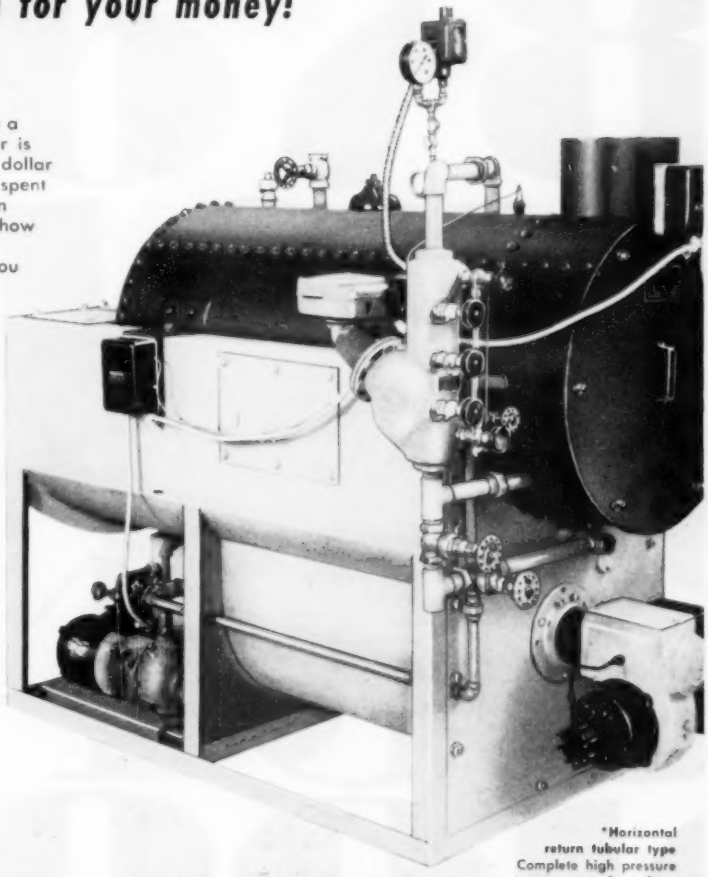
oil fired boiler will give you

more steam for your money!

here they are:

10 more important reasons why a COLUMBIA HRT* oil-fired boiler is able to give more steam per dollar invested, more steam per dollar spent for fuel. Look them over . . . then write us today for the details on how installing a COLUMBIA HRT* boiler in your plant will make you money by saving you money.

1. **Easy access to the single bank of tubes from front and back.**
2. **Large combustion chamber permits overfiring.**
3. **Two-pass updraft minimizes draft loss and insures greater safety.**
4. **Removable covers make all parts accessible.**
5. **Large steam space insures dryer steam.**
6. **Greater heating surface than most boilers of same rating, resulting in higher steam output.**
7. **High efficiency through proper proportion of two-pass heating surfaces.**
8. **Completely submerged tubes insure longer life.**
9. **Combustion chamber factory-installed with especially designed refractory and insulation, minimizing heat loss.**
10. **Inexpensive, yet built of the best materials to give years of trouble-free service.**



***Horizontal return tubular type**
Complete high pressure steam power plants from fractional to 25 horse power units for oil firing, suitable for any make of gun-type oil burner . . . adaptable to any type of feedwater system.

Manufacturers of Steel Power & Heating Boilers

COLUMBIA BOILER COMPANY

OFFICES AND FACTORY: POTTSTOWN, PA.

tickets to members of a band in town to give a concert.

At the St. Christopher Fair and Fiesta held at Midlothian, Ill., one of the donors of a nightly prize of $50 was Square Cleaners and Dyers of Blue Island and Harvey.

Model Cleaners of Marion, Ill., was among local firms contributing to a decoration fund for a local fair.

# #

Match-Book Award: Emulating the movie industry's "Oscar" and other honorary awards, the Match Industry Information Bureau is starting this year an annual award of a "Joshua," a bronze wall plaque in the shape of a match book, for the most distinguished use of match-book advertising. The Joshua is named for Joshua Pusey, inventor of match books.

In the drycleaning and laundry field, one of 43 classifications of products and services, first prize was awarded to De Honey's Cleaners & Dyers of Tulsa, Oklahoma. The firm's match books were honored on the basis of good use of phone number, simple description of services, and strong color, according to the panel of 10 judges made up of executives of advertising trade groups and publications.

Honorable mention certificates in the cleaning and laundry classification were awarded to Buckley Cleaning and Laundry Service of Milwaukee and Swiss Cleansing Company of Providence, R. I.

# #

More Management Aids: Three more leaflets in the series of Management Aids for Small Business published by the Small Defense Plants Administration cover subjects of general interest to any type of business organization. No. 7 takes up "Reducing Accident Costs by Use of Safety Committees." No. 8, on "Incentive Techniques for Use in Small Businesses," discusses principally nonfinancial incentives. Financial incentives will be covered in a later Aid. "How the Small Plant Can Analyze Old and New Markets" is the subject of Aid No. 9.

Copies of the Management Aids may be obtained free from field offices of the U. S. Department of Commerce or of the Small Defense Plants Administration.

# #

Fire Prevention Week: The Week of October 5-11 marks the thirty-third national observance of Fire Prevention Week in this country. Fire-prevention campaigns in many communities include general clean-up programs calling for the cooperation of individuals as well as fire departments, schools, civic and trade groups. Fire safety posters have been distributed by the National Board of Fire Underwriters.

# #

Safety Booklets: Four recent additions to the series of job training booklets published by the National Safety Council are concerned with accident prevention in the plant. "Steps to Safety" gives a checklist of safety rules stressing such general topics as materials handling, protective clothing, machinery guards, fire prevention and housekeeping. "It Pays To Dress Well" gives detailed information on protective clothing and equipment.

"Ship Shape" describes the advantages of good housekeeping, while "Down Time" warns the worker of the need to show his body the same consideration as his machine, such as periodic checkups and attention to danger signs.

The 16-page booklets, in color and illustrated with cartoons, are available in large quantities for 3 cents each to Council members, 6 cents to nonmembers. Samples will be sent free on request to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

# #

Employment of Handicapped: In announcing October 5-11 as National Employ the Physically Handicapped Week, the President's Committee points out that the special week is simply for emphasis of a year-round problem. Experience of private industry and of the Government as employer has shown that handicapped employees, on jobs properly fitted to their abilities, produce at a slightly higher rate than unimpaired workers, that they have fewer disabling injuries and about as many minor injuries, that there is no difference in quit rate or absenteeism records.

Assistance in determining what type of job can be capably filled by applicants with different types of disabilities may be obtained from state employment offices affiliated with the United States Employment Service and by vocational rehabilitation agencies in many of the states.

# #

Repair Racket: The LCATA has issued a warning about a machinery-repair racket which is said to be defrauding plantowners in some parts of the country, most recently in Wisconsin. A group of so-called repairmen have been soliciting repair work on laundry machinery, especially extractors, and are charging exorbitant fees and in some cases making unnecessary repairs. It is believed this may be the same group which operated in 1946 and 1948 in the Midwest.

The racketeers seem to be specializing in laundries, but conceivably could extend their activities into drycleaning plants. Plantowners are asked to report any such suspicious activities to the LCATA at 95 Liberty St., New York, N. Y.

# #

One Approach to Price War: One development in a drycleaners' price war in Memphis, Tennessee, is explained by the ad copy below:

What price cheap cleaning?

We are being asked two questions:

1. When are you going to cut prices?
2. How can you stay out of this "price war"?

Our answer to question 1:

NEVER—as long as price cutting is done for its present purpose. If greater skill or technical improvement enabled competitors to lower prices, we would cut whether we could afford to or not; but when prices are cut below cost deliberately to force smaller competitors out of business, we will not be a party to it.

Our answer to question 2:

We can stay out because a PRINCIPLE IS INVOLVED! If necessary, we are prepared to lose ground rather than sacrifice ideals of fair play and fair competition.

Many of these small business men, after the war, started on the proverbial "shoestring." By hard work, attention to detail, and giving people what they want, they made progress. Many of them are making the typical American success story come true. Together, they employ hundreds of people who are a part of and spend their money in this community. Public opinion is their only weapon against the power of money.

If these people are forced out of business, and their employees lose their jobs, the loss to our community will be enormous. Memphis may pay an exhorbitant price for what appears to be a bargain.

Sincerely,
The Management
KRAUS CLEANERS

"My work is entirely stop-and-go, yet my running costs are Only 2 1/5¢ a mile"

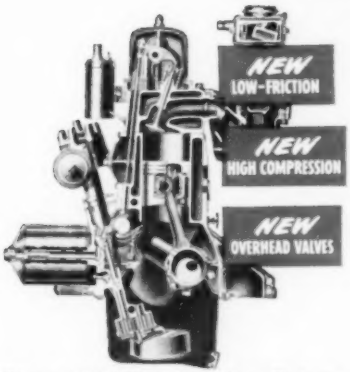
says A. B. Hopkins
Maryville, Tennessee

TENNESSEE
Report No. 11204

FORD TRUCK ECONOMY RUN

"I've had experience with many makes of trucks," says Mr. Hopkins, "but none of them cost as little to run as my Ford. And in delivery work like mine, Ford's fast getaway saves time and money." Mr. Hopkins also uses his Ford for hunting and fishing trips in the Tennessee mountains. He entered it in the Economy Run and covered 6187 miles, yet his costs for gas, oil and maintenance with no repairs were only $132.50. That's just 2.14 cents a mile.

This Ford F-1 Panel is but one of many models available. There's a Ford Truck tailor-made for *your* job.



This new Ford 101-h.p. Cost Clipper Six is one of the best proved truck engines ever introduced. It had 50,000 dynamometer test-hours and over 500,000 vehicle test-miles.

Now! Up to 14% more Gas Savings

and more Speed Hauling power, too!

New LOW-FRICTION design in three new Ford Truck high-compression engines cuts friction loss!

Ford's LOW-FRICTION design cuts friction power loss up to 30%! A new Short-Stroke principle reduces piston travel up to 20%—makes for longer engine life. New OVERHEAD VALVES give more efficient fuel feeding. New HIGH-COMPRESSION gives extra power on regular grade gasoline.

You can get new LOW-FRICTION design in three of the five great Ford Truck engines for '52. And you get more power than ever in the famous 239 cu. in. truck V-8 or the 254 cu. in. BIG SIX. See what's new in trucks at your Ford Dealer's!

DON'T GUESS! See how little it can cost to run a truck in your kind of work. See the cost figures in this 144-page book showing results from the 50-million-mile Ford Truck Economy Run. See it at your Ford Dealer's!

Availability of equipment, accessories and trim as illustrated, is dependent on material supply conditions.

FINAL RESULTS
FORD TRUCK ECONOMY RUN

FREE! MAIL THIS COUPON NOW!

FORD Division of FORD MOTOR COMPANY
3282 Schaefer Road, Dearborn, Michigan

Please send me without charge or obligation, complete details on the new Ford Trucks for '52 and the five great Ford Truck engines!

FULL LINE ☐ HEAVY-DUTY MODELS ☐
LIGHT MODELS ☐ EXTRA HEAVY-DUTY MODELS ☐

Name _____
(PLEASE PRINT PLAINLY)
Address _____
City _____ State _____
Check here if student ☐

FORD TRUCKING COSTS LESS

and FORD TRUCKS LAST LONGER!

Using latest registration data on 8,069,000 trucks, life insurance experts prove Ford Trucks last longer!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Some of the answers to Sec's Appeal!

Two decades of research have enabled SEC to produce and perfect scores of important features in the field of synthetic drycleaning. Many have been copied, but to this day, no other equipment on the market can match all of SEC's features and values.

Remember that your selection of drycleaning equipment should be a once-in-a-lifetime step. And to be sure it is a step in the right direction . . . check with SEC, the finest equipment money can buy. Just drop us a line for your copy of the Complete SEC Story.

Sec-cleaniteed
NOT SURFACE BUT deep DRY CLEANING

SEC's Speedy Extraction
Fastest on the market . . . 900 rpm. Reduces operating time and solvent costs. Absolutely no vibration. No special foundations necessary.

SEC's Turbulent Agitation
Garments completely submerged at all times for faster, more thorough cleaning. Washing and extraction performed in same unit.

SEC's Purification System
Changes solvent every minute while washing with a minimum of redeposition. Run 2 to 3 times as many loads between changes.

SEC's Filter Pump
Trouble-free centrifugal, packless filter pump for high speed volume solvent delivery. Better circulation for better cleaning.

SEC-o-miser Recovery
Dries, fluffs and deodorizes. Doors at each end to allow straight-through loading and unloading. Unusually high solvent recovery. Handles up to 30 lbs. per load.

SEC's Automatic Operation
Variable operation time. No weighing of loads. Just set timer-clocks and walk away. Tub fills, washes, drains and extracts . . . all automatically.

Among the Many Other Features
Distillation—Batch or Continuous
55% Larger Solvent Storage
Manually Operated Soap Valves
Up to 100 lbs. per hour Capacity
Everything in One Compact Unit
Famous Dependable SEC Service
Practical Budget-Purchase Plan
WRITE FOR ALL THE OTHER FEATURES

Model AHR
One of the many SEC models available

SEC CLEANING SYSTEMS

Sec-o-matic Corporation, 55 LeFrance Avenue, Bloomfield, N. J.
A General Precision Equipment Corporation Subsidiary

When writing to advertisers please mention The NATIONAL CLEANER & DYER

It pays to push DYEING

...when you use TRU COLOR'S "plus-feature" service

It pays in extra profit . . . it pays in customer satisfaction — because TRU COLOR'S 27 *plus* features add up to the finest, most trouble-free dyeing you can get. It's the kind of dyeing that goes hand-in-hand with quality dry cleaning. Yet it costs no more. That's why leading cleaners everywhere say it *pays* to mail dye-work to TRU COLOR.

Take your choice of these 2 TRU COLOR services

E-Z PRESS SEMI-FINISHED

. . . for garments, drapes, slip covers, blankets, spreads, small rugs and other articles. Dyed by TRU COLOR'S specialized process to assure maximum depth and richness of color . . . prevent shrinkage . . . restore body and proper handle to fabric. Everything semi-finished to eliminate wrinkles, make pressing easier. Returned neatly folded — not crammed — in sturdy box or bag.

FLEXFORM "FINISHED-TO-FIT"

. . . includes in-and-out measuring of garments — stretching and reshaping on Flexform, Adjusta-Form or trouser form — finishing on special aluminum-head offset presses with steam in buck only. Silks treated with resin finish to restore crisp finish, firm body. Garments come back to you beautifully dyed and beautifully pressed . . . ready to hand to your customers.

Tru Color DYE WORKS

America's Great Mail-Order Dye House

MEMBER

205 Sheffield Avenue
Brooklyn 7, N.Y.

*Start now to enjoy the 27 *plus* features of TRU COLOR service . . . send a card today for FREE "*Profit-Making Kit.*"

When writing to advertisers please mention The NATIONAL CLEANER & DYER

One for the Men

Departing from the traditional policy of directing advertising efforts at women, J. F. Anthony Dry Cleaners of Erie, Pennsylvania, slanted an unusual ad at the men of the family. In full-depth, single-column layout, the newspaper ad is unfortunately of a shape not reproducible on our page.

Copy invited men of Erie to check several points "and see if you are getting the kind of cleaning you are paying for." The ad directed the men to:

"Turn your coat cuffs back and see if the lining is clean. If not, why not?

"Turn your trouser cuffs down and see if all the dirt and lint has been cleaned out and the cuffs sewed up.

"Check the seams of your trousers to see if they are ironed out flat.

"Look at the waist band.

"Next see if all the perspiration is out or are the trousers stiff and still retain the perspiration odor."

Anthony then suggested that men make this check on a cleaning job on their topcoat or overcoat:

"Is the lining ironed out or does it look like you slept in it?

"Is the hem or bottom of the coat clean?

"Are the pockets clean?

"Are the small tears and seams sewed up and the buttons sewed on?"

The ad concluded: "Check all of these things the next time your clothes come back from the cleaner. Why pay for these things and not get them? Send them to J. F. Anthony Dry Cleaners and get these things done!"

Free Suckers for Children

YOUNG PATRON opens sucker while Mr. and Mrs. O. R. Riley watch

When O. R. Riley was in the cleaning business at Atlanta, Texas, he started giving candy suckers to all children who came to the plant with their parents. "We got more direct results," he said, "from the money spent for suckers than from any of our other advertising."

So when he moved to Baton Rouge, Louisiana, in 1946 and bought the Dayton Cleaners, again Mr. Riley started giving away suckers. The suckers cost around 85 cents per box of 100, and between two and three boxes a week are given away at the plant, all to children. Mr. Riley gets the suckers with safety string sticks, because there is a chance of a child being hurt falling against a wooden sucker stick.

"If there's one child in a neighborhood whose parents trade with us," Mr. Riley says, "we'll soon get most of the rest of the parents in that section who have small children. The little folks have a way of passing the word around that there are free suckers at Dayton Cleaners. More, they have a way of working on their parents to bring them down to the plant.

"I know of no advertising for the small plant which gets the direct results you can obtain by giving children free suckers. When we give away 250 suckers a week we can be sure that we have 250 good high-powered salesmen working for us."

Display Board Sells Shirts

A shirt display board hangs behind the counter in the plant store of Praytor Cleaners at Hattiesburg, Mississippi. The board has two outlined squares for displaying finished shirts. One white shirt and one colored shirt are used, changed twice weekly to guarantee neatly finished samples.

"Checking on new shirts on the board," office manager Myra Fuller says, "has become a sort of game with regular customers. We like this—it lets us know that they are looking at our display."

There is a better result than "just looking." As soon as the display board was put up, shirt volume began to increase.

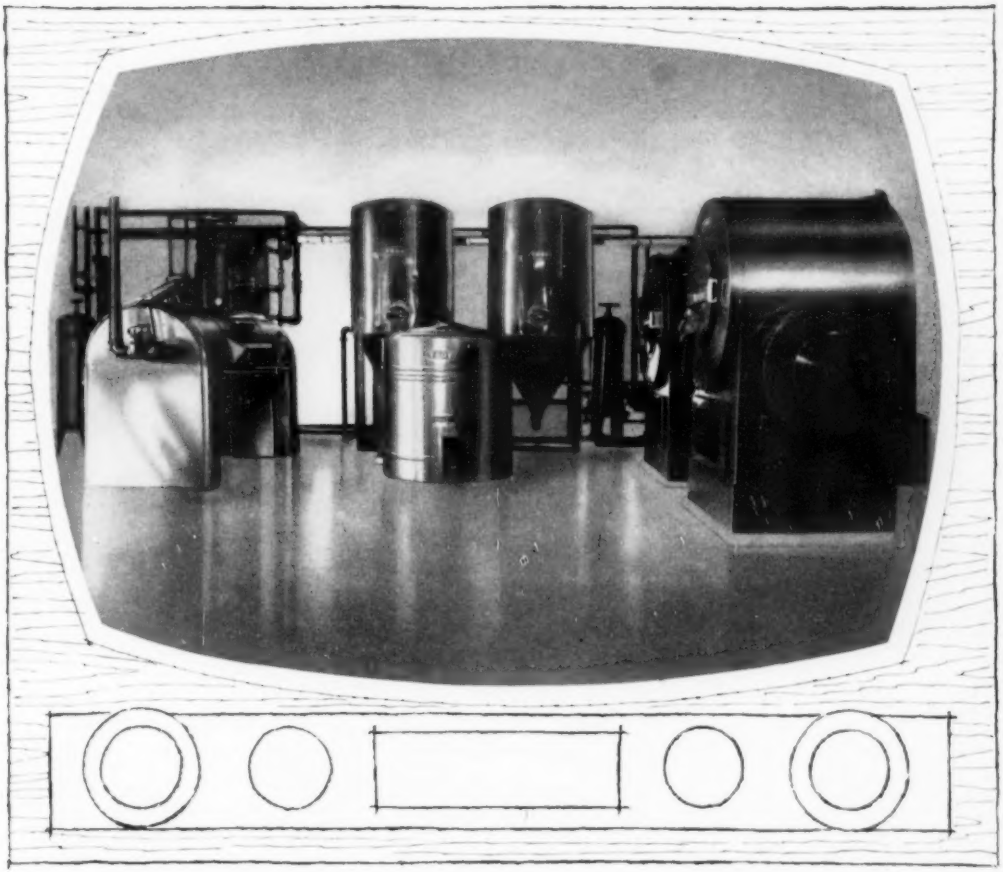
"When a drycleaner adds a shirt service," Miss Fuller says, "he must keep reminding his customers about it to get them to associate their cleaner with shirts. But once we have firmly sold the customer that we do have a shirt finishing service, we find we get the business and hold it."

Clean-Only for Tourists

Tourists and traveling men have a tendency to pack soiled clothes in their luggage for cleaning and pressing at their next destination, since they feel the garments are going to be mussed by packing, anyway.

Prosperity Cleaners of Laguna Beach, California, is pushing a clean-only service for tourists and salesmen. They point out that the garments are kept from

(Continued on page 120)



Clear Picture of Profits... for YOU!

You'll be tuned in to the right drycleaning program for years ahead when you install a Troy Electroclene Drycleaning Unit now. You're looking at a 60 lb. capacity unit which includes Troy Electroclene Washer, Troy Minute Man Extractor, Troy-Olson Tubular Filter with vacuum button trap, Troy-Olson Still, two Troy-Mercury Tumblers, above-ground tanks and supply, circulating and still pumps. You can order Troy Electroclene Units with capacities from 35 to 200 lbs. dry weight per load, for use with *all* types of petroleum solvents.

We've got free floor plans for you, too, showing how Troy Electroclene units can be arranged for straight line or "U" type layouts to meet *your* needs. Why not send for yours, TODAY!

Troy ELECTROCLENE DRYCLEANING UNITS

TROY LAUNDRY MACHINERY • Division of American Machine and Metals, Inc., East Moline, Illinois

Sales and Service Offices in: New York • Boston • Atlanta • Washington, D. C. • Chicago • Los Angeles • San Francisco

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Can you say all this

about your press pads?

- Permit higher quality work with less effort
- Afford instant removal of steam during vacuum cycle
- Don't need washing
- Eliminate button and zipper breakage
- Banish "shine" on gabardine, serge and similar materials
- Last far longer than conventional quilted pads

You can if your pads are made with top layers of AIRFOAM.

For information, write: Goodyear, Airfoam Dept., Akron 16, Ohio

AIRFOAM is so porous, you can blow cigarette smoke right through it. That's why it makes the best press pads—assures full vacuum draw.

Airfoam

SUPER-CUSHIONING BY

GOODYEAR

THE GREATEST NAME IN RUBBER

We think you'll like "THE GREATEST STORY EVER TOLD"—Every Sunday—ABC Network

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

When writing to advertisers please mention The NATIONAL CLEANER & DYER

When writing to advertisers please mention The NATIONAL CLEANER & DYER

What's the difference?

The difference is

CALGON!

CALGON KEEPS CUSTOMERS HAPPY! Why? Because Calgon in the formula gets things *cleaner* . . . gently, thoroughly. Your customers get quality work every time.

Things come cleaner because Calgon prevents and removes soap film. Calgon ties up the hardness minerals in water . . . *and in soil* . . . which react with soap and form film. *All* the fabric is thoroughly cleansed because of freedom from film. Your customers are happy. You're happy.

You'll *see* the difference Calgon makes. You'll agree your customers' satisfaction is worth it.

Calgon makes any soap wash better . . . makes any water rinse better.

Calgon* is easy to use

CHOOSE THE FORM THAT'S BEST SUITED TO YOUR NEEDS

For quality laundering....Wetcleaning.. Rugs and Upholstery Shampooing!

Instant Calgon

IN DRY FORM READY FOR USE OR FOR PREPARING SOLUTIONS

Calgon in Regular Form

FOR PREPARING STOCK SOLUTIONS

*Calgon is the registered trade mark of Calgon, Inc., for its vitreous sodium phosphate products.

Instant Calgon is available in 25 lb. drums and in 100 lb. bags. Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc

CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

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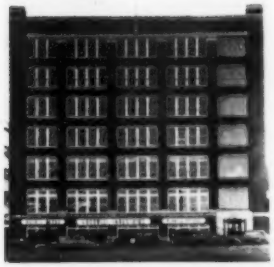
GOODWILL INDUSTRIES BUILD JOBS WITH VIC

Leaders in the dry cleaning industry depend on...



Goodwill Industries of St. Louis salvage both people and merchandise from society's cast-off. They create new wealth for the handicapped with VIC. Read how, in their interesting letter below.

Vic Dry Cleaning Equipment!

GOODWILL INDUSTRIES

Learn what VIC can do for YOU. Write our nearest office for money-making facts.

...from drawing board to finished product, Vic Dry Cleaning Equipment is tested at every step. That's why those who know say:

- VIC EQUIPMENT LASTS LONGER
- VIC EQUIPMENT COSTS LESS TO OPERATE
- VIC EQUIPMENT EARNS MORE PROFITS
- VIC EQUIPMENT PRODUCES QUALITY WORK

Write for OUR FREE BOOKLET "TO HELP YOU MAKE MONEY IN YEARS TO COME."

WORLD'S LARGEST LINE OF SYNTHETIC EQUIPMENT

EASY MONTHLY INSTALLMENTS

EXPERIENCED SINCE 1912

MAIN OFFICE AND PLANT **VIC CLEANING MACHINE CO.**

1313 HAWTHORNE AVENUE • MINNEAPOLIS 3, MINN.

District Offices and Display Rooms in the following Cities: NEW YORK 32 W. 3RD ST. • ST. LOUIS 3228 N. UNION • LOS ANGELES

GADGETS and GIMMICKS

Netting Speeds Re-runs

Getting fast action on re-runs by netting them has worked at Bryan's Cleaners & Dyers in Pasadena, California. Jack Bryan has the spotter net all the re-runs from one lot for return to the cleaning room. This is included in the next load to be run. A special bright-colored "flag" is sewed to the net. When the drycleaner completes drying his load and has emptied the tumbler, his first duty is to return the netted garments to the spotter.

The spotter keeps a record of everything sent back to the drycleaning room. As the work comes through again, he checks each item off, noting the time received.

Furniture in the Dryroom

Like anybody else, Marshall & Swift in Mason City, Iowa, found a suite of furniture took up a lot of floor space in their rug dryroom just at a time when they needed the full capacity the most.

This was solved by constructing at one end shelves wide enough to hold an upholstered chair, so that the furniture could be tiered up the wall. These shelves were slatted to permit free passage of air.

Sewing Rack Loops

When the D. O. Summers Company in Cleveland laid out its finishing department, it found it had an area about 15 by 5 feet in which to place four sewing ladies. Because they were on piecework, each seamstress had to have her own incoming and outgoing rack.

After consulting a number of experts and preparing a number of layouts, all requiring three times as much space, the Goldberg brothers set the ladies up at one long table paralleling the main slickrail. Off this slickrail were placed four short loops not over 5 feet in length. Each of the ladies works at the curve of her loop, and so is able to repair many of the garments without removing them from the loop. Each of the gals has a high stool so that she can work in equal comfort whether she wants to stand or be seated.

The inspector is able to drop work off on any of the four loops and thus keep each of the women well supplied with work ahead. Likewise, she can tally the work for each seamstress as she puts it back on to the main line.

Short Racks

They may not have planned it that way in the beginning, but Jems Cleaners in Larchmont, New York, came up with a novel way of getting a couple of short racks without installing more hanger pipes.

Just above the hook supporting the slickrail where it passed the spotting board, the hanger pipe was cut shorter and a T fitted in. Another T was butted to the side of this with a short union. Then a right-angle union was attached to the ends of the second T in the same manner. Into the angle unions were fitted the two short pipes intended for racks.

Now, the T between the slickrack hook and hanger pipe is loose. Therefore the whole assembly can be swung in a 180 degree turn. Thus Jems has racks at the spotting board and near the cleaning unit, as shown here, or they can be turned to bracket the inspection station for holding go-backs and repairs.

Angle Iron Stops Water

Faced with the problem of confining water in a temporary wetcleaning department, which was to be moved later, Snow White Cleaners and Laundry in Miami Beach, Florida, hit on angle irons as the solution. The floor was block linoleum on concrete. This was drilled at intervals along the boundary of the wetcleaning area.

Angle iron, 2 inches to the side by 3/16 inch thick, was lagged to the floor at the holes drilled. The underside of the angle iron was smeared with tar or some other sealer before setting, providing a watertight "curb" to hold the unavoidable water on the wetcleaning floor.

(Continued on page 122)

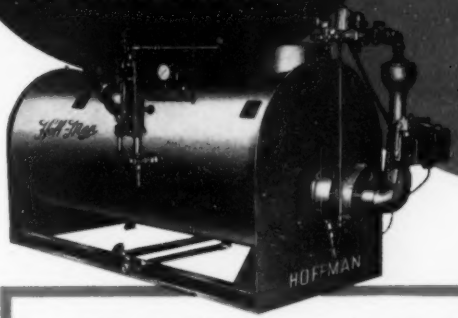
For Just Your *Right Size*

Hoffman "Custom-Fitted" Boiler Service to Help You Select Your...

Steamaster

"LITTLE SCOTCHMAN"

SCOTCH MARINE BOILERS



What size boiler will your plant need? The man best qualified to tell you is your Hoffman representative. From his broad experience with equipment steam needs he can give you a recommendation *custom-fitted* to your present and future requirements — help you to select just the right Hoffman "Little Steammaster"... no guess work, no wasted investment! Why not ask for this unmatched service — it's sure to save you money.

- *Models from 3 to 150 h.p.*
- *Heating surface increased up to 20%*
- *Fully approved—no lagging or brickwork*
- *Two-pass design saves fuel — lengthens tube life*
- *Complete and compact—for gas or oil-fired operation*

TOPS IN VALUE ...SINCE 1905

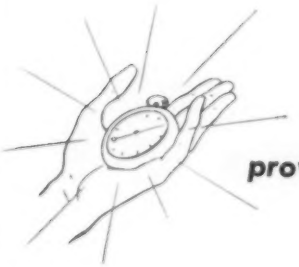
Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

Completely New... Amazingly Compact

36" GROSSAIR OPEN END TUMBLER

THERMOSTATIC TEMPERATURE CONTROLS (OPTIONAL)



provides the fastest drying time in the industry!

The 36" GROSSAIR Open End Tumbler is a newly engineered piece of dry cleaning equipment. It incorporates every mechanical advance known to the industry . . . plus several exclusive developments, pioneered by GROSS and available in no other tumbler.

WRITE FOR MORE DETAILS

- choice of standard one-way cylinder or reversing cylinder
- patterned after the famous GROSS 42" x 42" Tumbler
- efficient built-in air filter, easily removed for cleaning
- specially designed open-type, non-clogging fan assures a minimum of 75 changes of air per minute
- separate motor for fan and cylinder eliminates gear reducer, chain drive, and couplings
- safe operation assured because interlocking motor allows cylinder to rotate only when fan is operating
- view-all door made of Tuftex heat-treated glass
- built-in lint trap, easily removed for cleaning
- dial thermometer

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

183 HALBERT ST. *Founded 1923* BUFFALO 14, N. Y.

LCATA LAUNDRY & CLEANERS MEMBER ALLIED TRADES ASS'N

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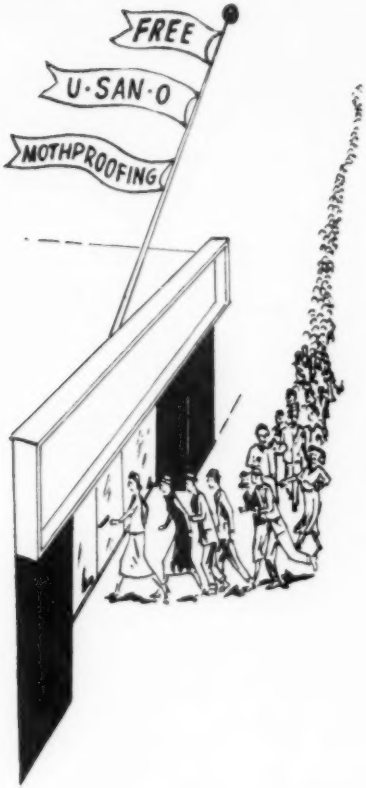
a Real Business-Getter



U-SAN-O

INSURED MOTHPROOFING

Help yourself to a larger share of profits with this customer-getting Plus Service — U-SAN-O Insured Mothproofing. You can advertise to your customers "Free Mothproofing at No Extra Cost". This is a real business-getter that will attract many new customers, and increase your profits.

U-SAN-O is a year 'round customer attraction, and is used in synthetic and petroleum solvent systems by quality cleaners who want better cleaning and promotion.

APPLIED IN THE WHEEL
NO EXTRA LABOR OR EQUIPMENT COST

Hitch yourself to the U-SAN-O Star,
Order from your Favorite Distributor or write direct to

U-SAN-O INSURED MOTHPROOF CLEANING SYSTEM

Fully protected by United States and Canadian patents

American MOTHPROOFING COMPANY
711 NORTH EUCLID AVENUE • ST. LOUIS 8, MISSOURI

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PICK A WINNER!

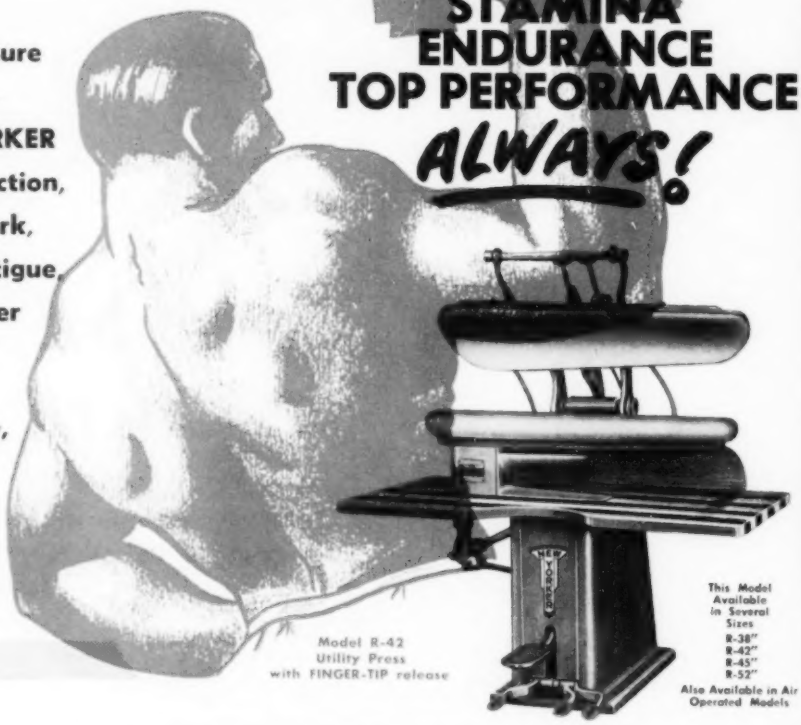
NEW YORKER

THE CHAMPION OF ALL PRESSING MACHINES

FOR STAMINA ENDURANCE TOP PERFORMANCE ALWAYS!

YES... Be sure of a winner— choose NEW YORKER for greater production, finer quality work, lower operator fatigue, faster, smoother operation.

That's not the whole story, of course— A New Yorker representative will be glad to tell you the rest . . .



Model R-42
Utility Press
with FINGER-TIP release

This Model Available in Several Sizes
R-38"
R-42"
R-45"
R-52"
Also Available in Air Operated Models

Mail this coupon today for our Illustrated Catalog, Price List and Nearest Dealer.

N. Y. Pressing Machinery Corp.
880 Broadway, N. Y. 3
Please send me Free Illustrated Catalog, Price List and Nearest Dealer. Title
Name
Firm
Address Zone State
City NCD 10-52

Write for our new Presentation Catalog showing over 300 models made by the world's largest maker of Foot and Air Operated Pressing Machines.

NEW YORK
Pressing machinery corp.

AGENTS IN ALL PRINCIPAL CITIES

NEW YORKER

880-888 BROADWAY • NEW YORK 3, N. Y.
Paterson, N. J. — FACTORIES — New York, N. Y.

"BUILDERS OF BETTER PRESSING MACHINES FOR OVER 40 YEARS"

MORE PROFITS

Three WAYS!

Save Steps
Save Time
Reduce Employees

GUARANTEE!

We guarantee all this labor and time saving equipment to be the LOWEST PRICED QUALITY ITEMS on today's market or your money will be cheerfully refunded.

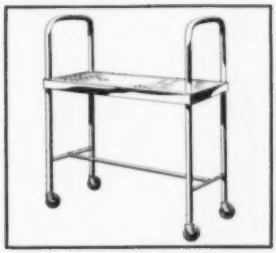
V&W Equipment is

Lower Priced!

YOU CUT HANDLING COSTS 20%!

"Makes crowded plant's production flow"

YOU CUT HANDLING COSTS 20%! Here's an item you can't go wrong on. Look at its construction—strong, tough cross bars. Tested for over 200 lbs. This cart speeds up flow of unfinished garments from marker to presser. Makes any crowded plant's production flow.
RECEIVING: Garments are stacked and moved to the cleaner, who loads the washer with ease and no stooping or lifting.
TUMBLER: Unloading of tumblers is easy, simple. Eliminates space-wasting tables and deep clothes baskets.
INSPECTION: Garments can be inspected and assorted from one cart to another for spotting or pressing rooms.
SPOTTER: Carts are rolled along to spotter, who won't have to stoop over. Eliminates worrisome wrinkling.
PRESSER: Saves his time because he won't have to search around in a basket of clothes.



Strong, Tough, Sturdy

Price: Only $29.50 F.O.B., Atlanta

Longer Lasting!

ONE ASSORTER DOES WORK OF TWO!

"You turn it with just one finger"

YOU GET AUTOMATIC ASSORTING! Just think, one assorter can now do the work of two! With this reel it's twice as fast as ordinary assembly. Saves miles of steps every day. ABSOLUTELY NO CONFUSION IN ASSORTING! No lost or misplaced garments. Holds up to 240 suits or 420 dresses. Reel has 16 ft. of assorting space. It's ADAPTABLE TO ANY SYSTEM. Sufficient supply of numbers and letters comes with each reel to adapt it to any system. Reel won't wear out. No installation cost. Won't tip or turn over. Order yours TODAY!

Will never wear out

Price: Only $89.50 F.O.B., Atlanta

Labor Saving!

A REAL STEP-SAVER

"It has a hundred uses"

Easy to roll

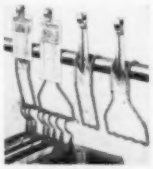
THE NEATEST THING ON WHEELS! Saves thousands of steps, hours of extra work! No crushing, wrinkling, spilling of garments. Used to transfer garments to call office, route trucks, or temporary storage rack. No limit to uses. Holds up to 50 garments. 6 ft. tall, 38 inches long. SEND FOR YOURS TODAY!

Only $59.50 F.O.B., Atlanta

Quantity Limited!

CRUSH-PROOF ASSORTING HOOKS

"A necessity in any plant"



You'll love 'em

10-DAY FREE TRIAL OFFER! We're so confident these hooks will completely straighten out your assembly lines, eliminate misplaced garments and speed assorting that you can keep them 10 days and if not satisfied, send them back. You SEND NO MONEY!

100 or more hooks.....30¢ each
Less than 100.....35¢ each

Order Today!

V & W EQUIPMENT CO. 664 W. Peachtree St. ATLANTA, GEORGIA

When writing to advertisers please mention The NATIONAL CLEANER & DYER

EDITORIAL

NATIONAL CLEANER AND DYER

It Has Happened Here!

As this is being written "stalwart American citizens" are announcing they won't support Ike because he linked up with Taft or McCarthy, or else they won't back Adlai because he speaks to Truman and Acheson. They're picking up their marbles and going home! "You do it just like I say, or I won't play!"

Our plea is, "Don't be a sulker! Make *your* vote count!"

Your vote *does* count. In at least 22 states it's going to count a lot. In Indiana, according to *U. S. News & World Report*, one vote per thousand can swing the state. In Delaware, Maryland, Michigan and Oregon, only three votes per thousand are needed to swing those states from one column to the other. Five states are hinged on four votes per thousand, two on five per thousand, and at least ten can be affected by a shift of seven votes per thousand cast.

Will you be taking care of *your* thousand?

We aren't voting only for Ike, who yearns to clean up the "mess," or Adlai, who promises to do likewise. We're voting for senators, congressmen, governors, mayors, councilmen, who are all expected to clean up a lot of messes. We're voting for a housecleaning from top to bottom and from bottom to top again, regardless of whose political toes are being stepped on.

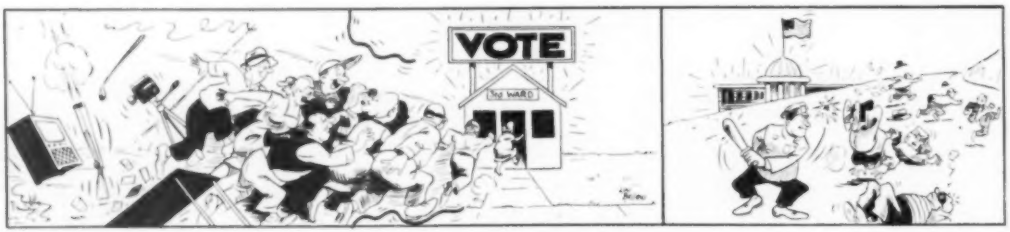
Will *you* be taking care of *your* thousand, at city and state levels, as well as national?

There's a ferment going on all over the country today. Whether TV gets the credit, or continuing world tension the blame, or whether it's only the normal social and economic evolution of a democratic nation, we don't know. But political interest by the average citizen is experiencing a rebirth and vitality not witnessed since Revolutionary days. People are beginning to realize how seriously involved their lives are in what happens to corporation taxes, labor controversies, government controls, military planning, tariffs, social security, balancing the budget, or crime investigations. Those are becoming very personal matters.

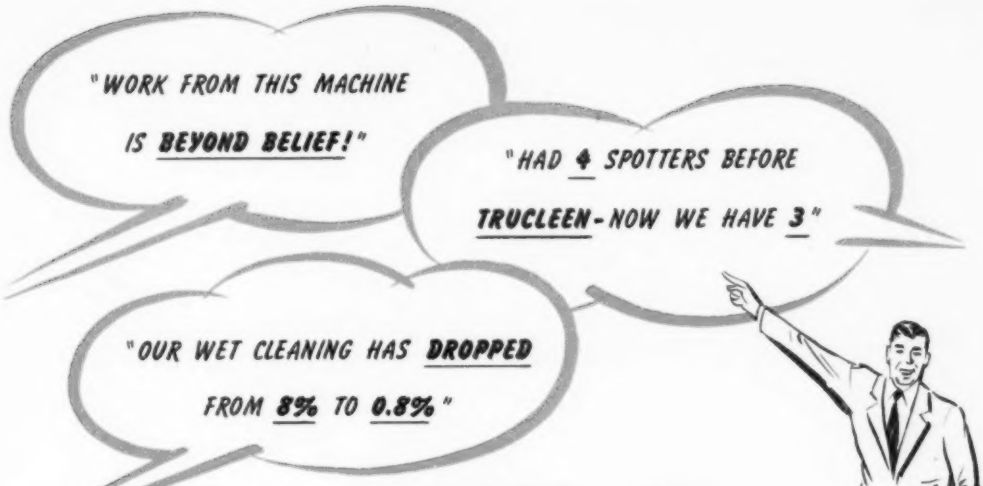
Bob Taft proved in Ohio two years ago that great blocs of voters, such as labor, or anybody else for that matter, can't be controlled. People sometimes think for themselves. And as they do their thinking, many vote patterns that have been established for years are being sharply altered.

One per thousand is a good ratio! If one man per thousand is convinced he's right, and says so, and keeps right on saying so, more likely than not he convinces five other people, who each convince five in turn, until the whole thousand are swayed by that one man. Have *you* swayed *your* thousand yet, or did you pick up your marbles at the first encounter?

A whole lot of people are on the fence today. Tell them how *you* plan to vote, and why. Win your thousand even if you have to bring six more people with you—when *you* vote.



It Must Happen Here!



hard to believe . . . but

It's True what they say about TRUCLEEN

To effect labor savings and bring their plant up to date, Hendersons, Inc., Johnstown, Pa., replaced their old, conventional dry cleaning equipment with a new 2-Bath TRUCLEEN Petroleum Solvent Unit.

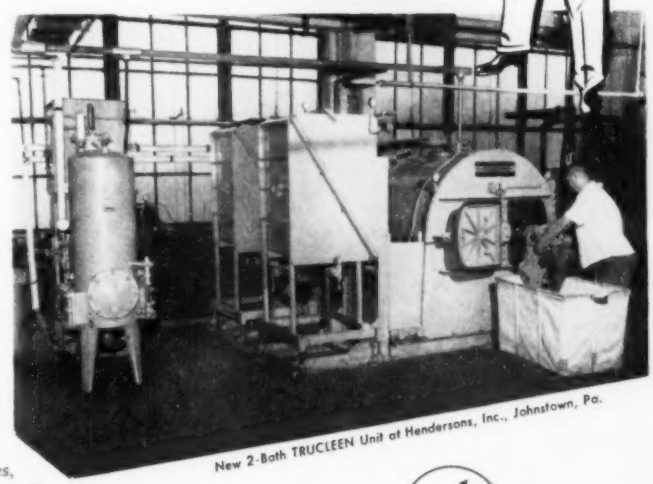
Now, with TRUCLEEN, they can use *Super-Strong Soap Solution* (up to 6%) in the wash bath, then rinse in a crystal-clear bath of distilled and filtered solvent. Three different classifications of work can be beautifully cleaned at the same time. Praise for TRUCLEEN's quality cleaning comes from the foreman at Hendersons, who says, "*Work from this machine is beyond belief.*"

By using *Super-Strong Soap Solution*, Hendersons have cut way down on spotting, both before and after cleaning. They now operate with three spotters . . . before TRUCLEEN they had four. Besides, they have almost completely eliminated wet cleaning, which has dropped from 8% to 0.8%.

Because the 2-Bath TRUCLEEN Unit is *completely automatic* (washes and extracts, rinses and extracts in one straight-through, automatic cycle), Hendersons have cut labor costs. TRUCLEEN also has saved them floor space and supplies.

No wonder TRUCLEEN is the talk of the dry cleaning industry!

Get the whole truth about TRUCLEEN. Write today for illustrated literature and full particulars.



New 2-Bath TRUCLEEN Unit at Hendersons, Inc., Johnstown, Pa.

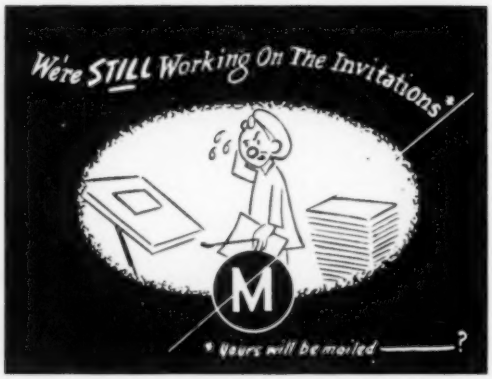
DIVISION OF THE AMERICAN LAUNDRY MACHINERY CO.

AMERICAN CLEANERS EQUIPMENT CO.

CINCINNATI 12, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

FIRST TEASER was 4¼-by-5½-inch card in envelope, mailed out on March 25



SECOND TEASER, in the same size, was mailed to the same list of prospects three days later

Changes Are News

Whole ad campaign can be based on any new method of operation

by WILLIAM R. PALMER

SEVERAL THOUSAND DRYCLEANERS have adopted the charged system of drycleaning over the past couple of years. Countless more are employing the two-bath highly concentrated soap method. Yet you can probably count on your hands the number of drycleaners who have made advertising capital out of their switchover.

Disregarding the merits of charge versus two-bath versus the batch-and-rinse methods, we want to point out what excellent copy any change in method can provide, whether in drycleaning, spotting, finishing, packaging or delivery.

In the case reported here, Henri and Roger Foussard had spent considerable time and money remodeling the Model Cleaners and Launderers in St. Paul, Minnesota. In the process the drycleaning capacity had been substantially increased, in line with a determination to balance laundry and drycleaning volumes evenly.

On March 25, 1952, a campaign was launched to build drycleaning volume up to the new capacity. This succeeded in producing a 6 percent increase in drycleaning volume over the preceding year at a time when the industry in that area was falling way below its 1951 volumes. The momentum of that campaign has carried into this fall as Model reports drycleaning sales considerably ahead of the same period last year.

A Special Target

The entire campaign was directed at a special high-income group of people, to whom all mailings were made. The newspaper advertising, of course, was to the general public. But the Foussards are particularly interested in charge accounts, so their efforts were directed toward interesting those families who were likely charge-account prospects.

The list of 3,500 was handpicked for doctors, lawyers and other professional men, for successful business men in all fields, etc. In an area where the population of the twin cities of St. Paul and Minneapolis totals more than a million, this represents a very small and select list indeed—and, incidentally, one at which practically every quality drycleaner in the Twin Cities is gunning hard!

Five mailing pieces were sent to this complete list of 3,500. Two advertisements in *Ace Magazine*, house organ of the St. Paul Athletic Club, were calculated to reach a great many of this group who are members. Finally, as a clincher, a letter was sent on June 4 to over 1,300 of the group offering a charge account with Model Cleaners and Launderers.

The mailing pieces, printed in red on yellow, are illustrated here. The charge-account letter is worthy of being quoted in full as an excellent example of how a sales piece may be written.

It is my pleasure to inform you that you now have a charge account at Model. [*Doubletake by reader guaranteed by unsolicited offer.*]

It has been established, is a matter of record, and the Model routeman of your neighborhood has been notified that you are to receive Model service on a charge basis. There is no red tape

INVITATION, folded 10-by-13-inch sheet in envelope, went out April 1; offered preview of gloriously described new process

for you, nothing to sign, nothing for you to do but enjoy the convenience it offers, just as you enjoy the convenience of any other charge account. [*Basic selling principle is to "make it easy for them."*]

The account was opened with the thought that it would serve as a particularly convenient means of getting personally acquainted with our "6 times cleaner" drycleaning, recently introduced in St. Paul, and of which you have undoubtedly heard. The "6 times cleaner" is not just a commercial phrase but an actual fact proven by laboratory tests of this new drycleaning process. The process is really quite sensational, as it accomplishes a quality of cleaning such as has never been known before in the entire history of the business. It restores garments and household items to an original newness that is quite remarkable. In fact, we are receiving letters of commendation daily from those who have tried it. [*The pitch for why you should bring your business to us.*]

You might be especially interested at this time in the fact that because it is a faster process, we can give you a service on drapes, for instance, that makes it necessary to have them off your windows only 3 days. Other features of "6 times cleaner"

(*Continued on page 40*)

CORNY BUT GOOD, fourth piece was folded sheet addressed on back with no envelope, mailed April 14. This reportedly got the highest response

"6 times cleaner!" DRY CLEANING ... the NEW dry cleaning process recently introduced and used exclusively in St. Paul by MODEL, can do wonders for you in your spring cleaning. It's SO DIFFERENT, So much BETTER than any dry cleaning you've ever seen before. We're not kidding when we say "6 TIMES CLEANER"... that's FACT ... laboratory tests have PROVED it! AND IT'S FASTER, TOO! SO WHAT DOES IT MEAN TO YOU AND YOUR SPRING CLEANING? Let's count the blessings! It restores DRAPES and CURTAINS and SLIPCOVERS and BLANKETS and BED SPREADS and QUILTS and PILLOWS to their original freshness and "SPARKLE"... right back to being as clean as they were in the beginning! 4-Day service... because the "6 TIMES CLEANER" process is faster, just as we said. Your drapes off the windows ONLY 3 DAYS, for instance. Ain't that something? AND THE SAME SPEED WITH ALL THE OTHER THINGS! The cleanest, smartest looking home you've had for years! And what's also mighty important ... a lighter spring cleaning burden for You if you have all those things "6 TIMES CLEANER" DRY CLEANED. And finally, this new dry cleaning process is SO GOOD we do it on a DOUBLE YOUR MONEY BACK GUARANTEE! If you're not completely satisfied, we refund TWICE what you paid for the service!

And that's the story. We know what "6 TIMES CLEANER" dry cleaning can mean at spring cleaning time... You won't really know until you try it. But remember, we're Guaranteeing it. So all we're suggesting is that you TRY IT... give us a ring and we'll pick up your dry cleaning order ... one piece or a carload... and we'll return it to you dry cleaned more beautifully than anything you've ever seen dry cleaned before in your life. Or if you prefer, our 10% discount Cash and Carry stores are conveniently located at 391 East 6th St., Selby and Milton, and 289 Rice St.

Thanks for reading our message... and wouldn't RIGHT NOW be a good time to call us? The number is GARFIELD 5681 (ZENITH 9000-NO TOLL).

Model

CLEANERS AND LAUNDERERS
391 E. 6th St. St. Paul
Largest Family Cleaning and Laundering Firm in the Northwest

ALSO VERY EFFECTIVE was the fifth piece, mailed April 17. This one changed theme, subordinated emphasis on production change to a seasonable service

(*Continued from page 39*)

drycleaning are equally surprising. [*A special reason for action.*]

May we suggest that you try out your new charge account right now, and at the same time experience the added pleasures of this new drycleaning process? You can place your order simply by calling us at Garfield 5681. Your Model routeman will call for your order and return it so beautifully cleaned that you will be positively delighted. [*The bid for action.*]

We sincerely hope you will take full advantage of the convenience of this charge account and enjoy it as much as we will enjoy having you as one of our charge-account customers. [*Warm ending—note words "sincerely," "advantage," "convenience," and twice, "enjoy."*]

The reader of this article shouldn't be prejudiced by whether he agrees or disagrees with the Foussards' descriptions of their method of drycleaning. (The term "6 times cleaner" is based on their switch from a half percent charge system to a 3 percent concentration.) What we are pointing out is that they have effectively made the most of a change. A customer is very likely to lend about as much importance to your changes as you yourself do. In Model's program is a blueprint that can be applied on a greater or lesser scale to publicize any change of operating methods in any quality drycleaning plant.

The General Public, Too

While bearing down on this particular group of 3,500, Model was not neglecting other markets. A 1,035-line newspaper advertisement was run on April 6 and 7 (hitting between direct-mailing dates). This described the new technique in a formal announcement.

Then every Monday and Wednesday for the rest of April and early May saw a 126-line newspaper ad that featured little more than the new slogan.

Inserts, numbering 25,000, were put in every bundle of laundry returned, and 10,000 button cards were attached to cleaning orders, calling the customer's attention to the "fresh and new appearance" of the garments.

The campaign became the feature of sales meetings during the three months it ran. Considerable enthusiasm was generated among the routemen and sales girls. Special buttons were issued to all sales personnel, special display cards were set up in the stores, and big contest cards were prepared for the special contests for the routemen.

The Results

With drycleaning volume generally off, so that Model was pushing against the tide, it is hard to fairly evaluate its 6 percent volume gain. Particularly since momentum appears to be raising that percentage this fall. The concentration on charge accounts has paid off, in that a high proportion of the new business has been in that category.

BROTHERS Henri (left) and Roger Foussard operate progressive laundry-cleaning plant. Since May 1952 Roger has been in Air Force, serving as laundry officer

A wry turn to the Model program is, in spite of the fact that two-thirds of its advertising budget was being devoted to this drycleaning project, its laundry business also increased during the same period. The firm wound up with drycleaning averaging about 39 percent of its total volume at the end of the program in June.

The total program described above, including agency fees, cost approximately $3,300, or $1,000 a month for the three months. If that were all compared to the 3,500 prospects the Foussards particularly wanted, it would represent less than a dollar a head. It is much less than the total margin by which they beat the same three months of the previous year in drycleaning.

This fall will be the true measure of how *completely* successful they were. # #

How SANITONE Can Help You

Boost Dry Cleaning Sales!

Valuable 36-page book tells women about DRY CLEANING and about NEW FABRICS

Here's Your Key To New Customers!

Sanitone Licensees use this book as an inexpensive give-away to selected prospects and customers and to groups like Service Clubs, PTA's, Home Economic Teachers and Church Organizations. Its possibilities for building prestige and gaining new customers are unlimited. It's a *quality* book you'll be proud to send out under your name!

Proof!

WOMEN ALL ACROSS THE COUNTRY RESPONDED WHEN BOOK WAS OFFERED IN NATIONAL ADS! Since the first mention in the March 29th issue of the Saturday Evening Post, requests for this 36-page booklet have poured in, each accompanied by 25 cents. Comments received prove women want to know more about quality dry cleaning, the care of clothes, new fabrics.

Here's another demonstration of the friend-winning acceptance of Sanitone Dry Cleaning . . . the Service that means repeat business. It is another example of Emery's constant effort to give every Sanitone licensee something new to help him build sales. It will pay you to investigate. Write today!

APPROVED SANITONE SERVICE

SANITONE

Dry Cleaning Service

Division of Emery Industries, Cincinnati 2, Ohio

When writing to advertisers please mention The NATIONAL CLEANER & DYER

TWO-WAY entrance for cars makes "drive-through" of new branch store at corner location. Landscaping and shade trees are extra attractions to cash-and-carry customers

Drive-Through Sells New Store

Carport with two-way access adds to appeal of cleaner's downtown outlet

by LON FANALD

TRUCKS ENTER REAR of building through automatic overhead doors, picking up and delivering out of way of customer drive-through

THE FIRST DRIVE-THROUGH cleaning plant in the West was the description used to advertise the new outlet of Club Cleaners and Tailors, Eugene, Oregon, when it was opened in March of 1952. The outlet is not, strictly speaking, an actual drive-through since a car cannot drive through the building. (Nor is it really a plant!) However, the name caught on and has had a good deal to do with the success of the new store, according to the owners, the brothers Grant and Jim Getchell.

The 32-by-52-foot building of Club Cleaners Downtown is on a corner two blocks from the center of town. The drive-through feature consists of a partially covered driveway, plus the fact that cars can enter from two streets and drive halfway around the building.

"The word 'drive-through' creates more interest," Grant Getchell said, "and has more appeal than 'drive-in.' Here in the Eugene area drive-in is associated with the small eating place where you are served in your car. The drive-through is associated with the branch bank, where you drive through on one side and are served from a teller's window. This is the idea we tried to create with our new outlet."

The outlet is operated with one full-time girl and

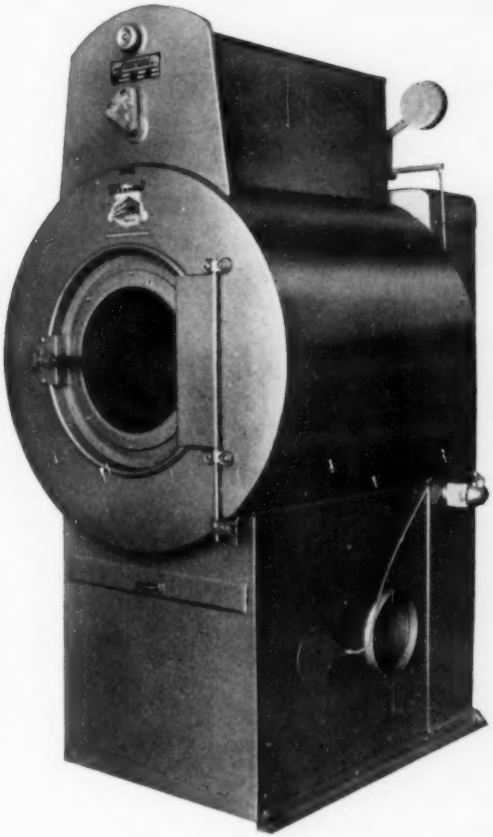
GOOD-BYE TO SLOW DRYING!

with the new

HAMMOND

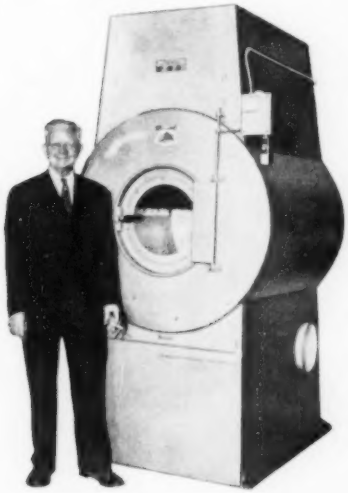
"1953"

OPEN END TUMBLER



This truly remarkable new machine combines all of the outstanding features of previous Hammond models with an entirely new construction that makes the "1953" Tumbler far more rugged. The re-designed greatly increased door diameter means faster loading and unloading. Increased air flow and built-in lint trap . . . drive completely enclosed and operating in oil bath . . . plus superior drying speed will make the Hammond "1953" Open End Tumbler your choice this year and every year.

Hammond Open End Tumblers have proven by actual tests to be more thorough, faster, and easier on fabrics. Famous the world over for low operating and maintenance costs during years of uninterrupted service.



FOR ADDED CAPACITY THE NEW "44"

This new 100 pound capacity Hammond "44" Open End Tumbler with the world famous Hammond mechanical reverse now gives you a large capacity tumbler with greater speed plus . . . exceptional drying performance . . . more than *Two Pounds of Moisture Per Minute.*

Features include

★ **Heavy Cylinder Trunnion**

A lifetime of smooth operation. A Hammond trunnion has never sagged or broken.

★ **Tapered Timken Bearings**

Your maintenance worries are practically eliminated. Hammond Tumblers built in 1935 are still in operation with original bearings.

★ **Double Shaft Motor**

Fan and V-belt mounted on motor shafts direct . . . eliminates gear reducer and flex couplings.

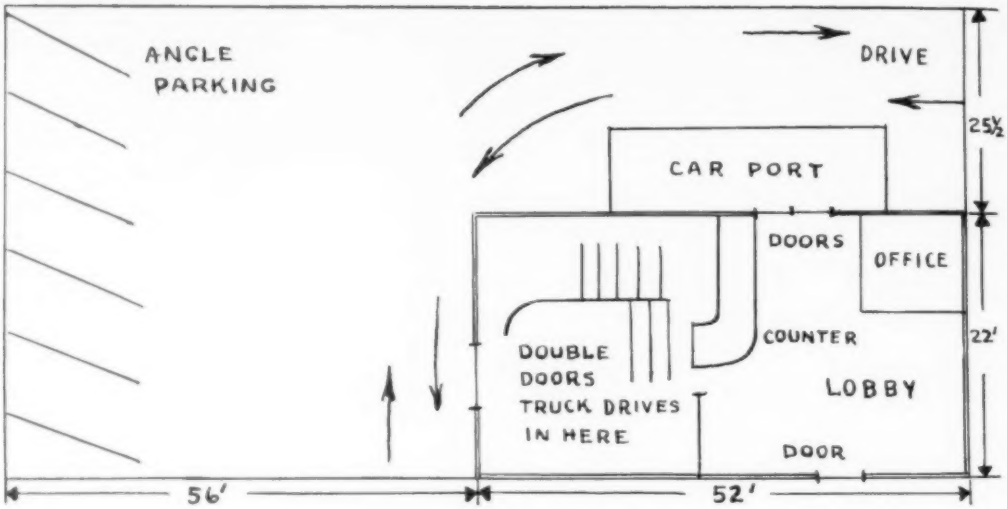
SINCE 1911

Hammond

LAUNDRY-CLEANING MACHINERY CO.

WACO, TEXAS

When writing to advertisers please mention The NATIONAL CLEANER & DYER



DRIVE-THROUGH LAYOUT shown in rough diagram

an additional man for the two rush periods, 8:00 to 9:30 A.M. and 4:00 to 6:00 P.M. When possible, all cars are served as soon as they drive under the canopy. This idea is new in the Eugene area and has proved to be very popular. Service is three days regular or one day with a 25 percent extra charge.

The girl in charge of the outlet does all marking in and pricing and some minor repairs. She also handles a part of the direct-mail advertising campaign for the company's three outlets.

All garments are picked up and delivered at the rear of the building, where the plant truck can drive or back completely into the building. The truck can thus deliver and pick up without interfering with customer drive-through traffic. A slickrail comes up through the center of the garment storage room, with side rails on both sides up to the counter.

The Club Cleaners drive-through represents a $35,000 investment—$15,000 for the land and $20,000 for the building. It was designed as a drycleaning store, but with the idea that if it did not pay it could easily be converted into a small two-doctor clinic. The Getchell brothers can rent the building as it stands for over $350 per month. They made sure of this before they put the money into the plot and building, so that if the location did not prove profitable for a drycleaning outlet they could still make a profit on the investment.

The outlet has, however, done well from the start. Today volume is running to $1,200 per week, and the Getchells hope to make it $2,000 by next summer. # #

SLICKRAIL TRAVELS from loading area, past ready-garment rails, on out to lobby and doors to carport. Here co-owner Grant Getchell brings up garments for delivery to car while counter girl figures account

$10,000

REWARD

BY LIFE PRODUCTS CO.

● We Challenge Any Company
That
Manufactures Chemicals for Cleaners and Laundries
To
Produce a Quality and Complete Job Such as 'LIFE PRODUCTS DO'

LIFERIZE

LIFE GARMENT SILK DRESSING
LIFE WET WASH EMULSION
LIFE GARMENT SIZING
LIFE FABRIC DRESSING

"LIFE PRODUCTS ARE EASY TO USE AND VERY ECONOMICAL"

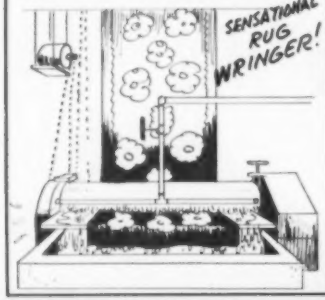
CONTACT YOUR LOCAL JOBBER

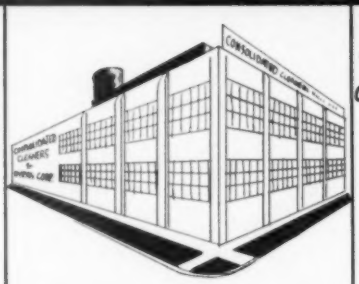
Manufactured by **LIFE PRODUCTS CO.,** 1105 N. Water St., Milwaukee 2, Wis.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

25 YEARS AGO.. OCT. 1927

NEW MACHINE TO REMOVE MOISTURE FROM RUGS, CUTS TIME FROM 10 MINUTES TO 20 SECONDS! RINSING DONE AUTOMATICALLY DURING OPERATION.

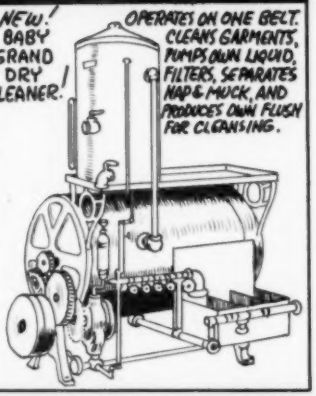




30 SEATTLE PRESS-SHOP PROPRIETORS BUILD $100,000 CO-OPERATIVE CLEANING PLANT TO PROVIDE BETTER QUALITY CLEANING TO THEIR CUSTOMERS.

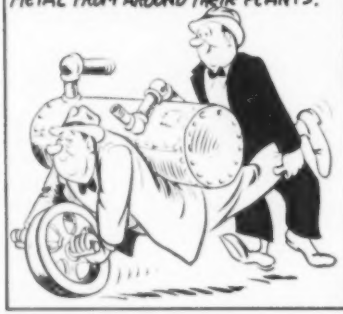
NEW! BABY GRAND DRY CLEANER!

OPERATES ON ONE BELT. CLEANS GARMENTS, PUMPS OWN LIQUID, FILTERS, SEPARATES NAP & MUCK, AND PRODUCES OWN FLUSH FOR CLEANSING.



10 YEARS AGO.. OCT. 1942

SERIOUS SHORTAGE OF SCRAP-IRON HAMPERS U.S. STEEL PRODUCTION. ALL CLEANERS URGED TO TURN IN SCRAP METAL FROM AROUND THEIR PLANTS.



O.P.A. ALLOWS CLEANERS TO CHARGE 5¢ PER HANGER, IN ORDER TO ASSURE THEIR RETURN.

FEDERAL TRADE COMMISSION HOLDS HEARING ON PROPER LABELING OF FABRICS... MANUFACTURERS' REACTION IS: "LET THE BUYER BE DAMNED!"

"SPOTTERS' LAMENT"
...WHY IS IT, WHEN NEW GALS ARE HIRED, THE 'SLICK-CHICK' TYPE IS INVARIABLY PUT TO WORK PUSHING HAMPERS AROUND THE JOINT.....BUT THE 'AMAZON' WITH THE MUSCLES LIKE A WEIGHT-LIFTER, IS TABBED FOR ....YEP..... A FULL COURSE IN SPOTTING UNDER YOUR WATCHFUL EYE.

Lou Bellow

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

"I'VE BOUGHT MILNOR EQUIPMENT 7 TIMES!"

Lawrence C. Vath

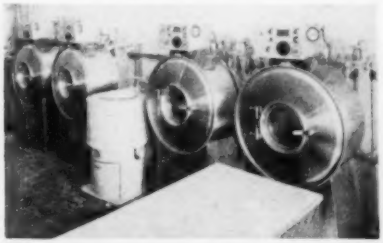
"Yes, I have bought Milnor equipment *seven* times. I've used Milnor equipment for years and I am using Milnor Washers and Extractors *exclusively* in all my plants because I do not compromise with quality. My customers expect the *best* in *quality* and *service*. I must please them.

Milnor "On the Spot" washing service at all my plants has attracted lots of new customers. Milnor washing service is very profitable. It has increased our dry cleaning and other laundry volume. The Milnor merchandising program is making *real* money for me. It is tomorrow's merchandising answer today."

Mr. Lawrence C. Vath
New Orleans, La.
- operating -
CITY CLEANERS AND DYERS
4112 South Claiborne Avenue
CITY 3/4 LAUNDRY SERVICE, INC.

104 Metairie Heights	1765 Prytania Street
721 Royal Street	2941 Franklin Avenue
2527 Jefferson Highway	4116 So. Claiborne Avenue

MILNOR 25# Washer - 30" diameter cylinder, with full Automatic Sequence Timer



WRITE, WIRE OR PHONE TODAY

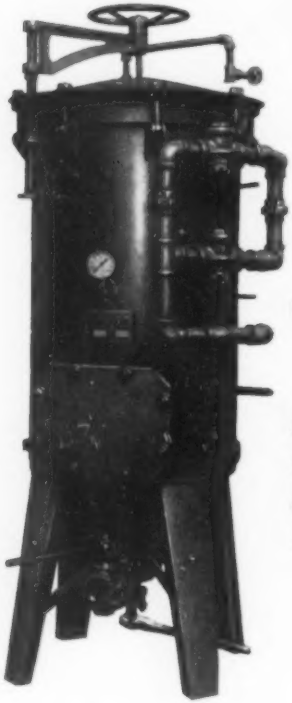
Manufacturers of Famous MILNOR Washers and Extractors

Pellerin MILNOR **CORPORATION**

8000 EDINBURGH STREET, NEW ORLEANS, LA., GAlvez 5746

When writing to advertisers please mention The NATIONAL CLEANER & DYER

OLSON "2-LEVER" ACTION CLEANS FILTERS up to 60 TIMES FASTER!



ELIMINATES WASTED HOURS OF DIRTY, MESSY WORK

Does the job automatically in minutes and without mess . . .

You're the judge! Can you *afford* to continue to make your employees clean filters the dirty, messy, time-and-money-wasting OLD WAY . . . the way that takes up to 60 times longer? OLSON Tubular Screen filters . . . and *only* OLSON . . . have "2-lever" action, which means you can *stand by and watch* as the filter screens are cleaned automatically . . . without scraping, without mess. Send for your free folder, which not only shows HOW Olson filters work, but WHY they work better than any others.

NO shutting down
NO changing bags
NO dismantling
NO shoveling
NO scraping
NO wasted motions

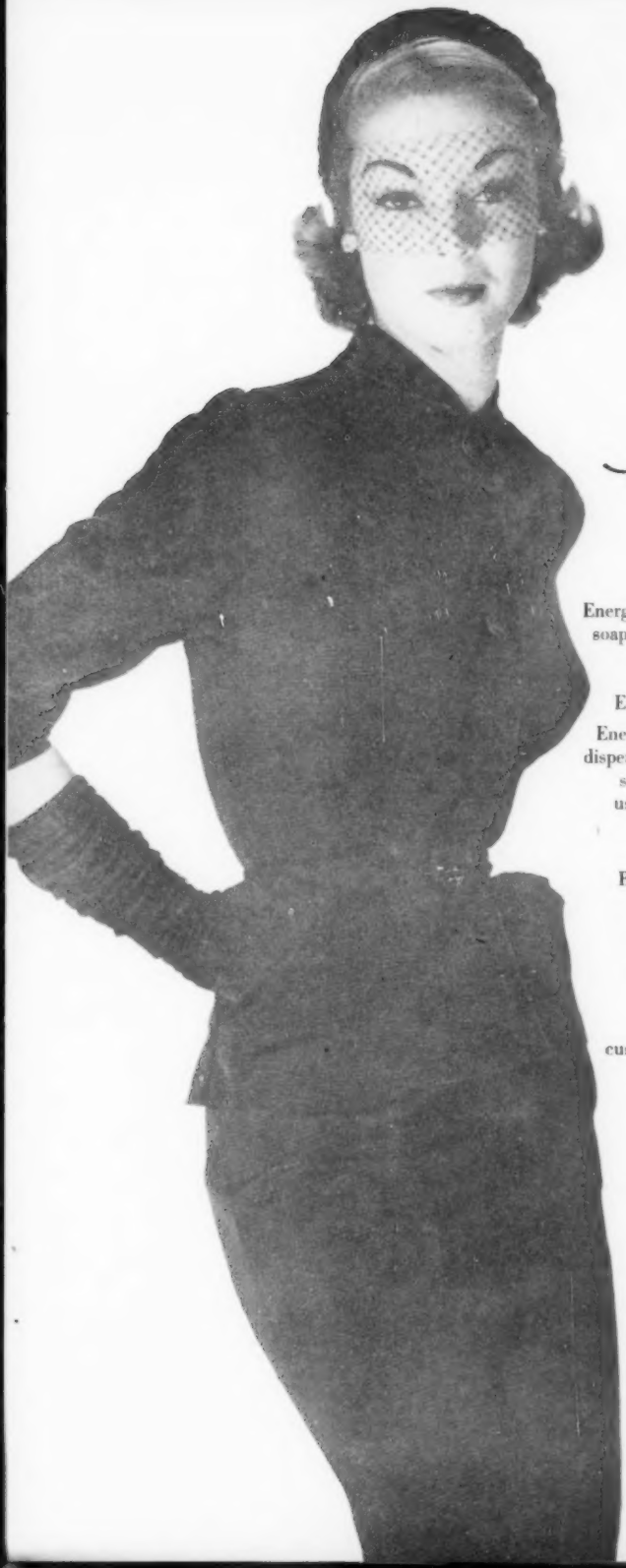
OLSON
FILTRATION ENGINEERS
1624 N. KILBOURN CHICAGO 39, ILLINOIS

Mr. George Olson
Olson Filtration Engineers, Inc.
1624 N. Kilbourn
Chicago 39, Ill.

Please send me your FREE FOLDER on the New OLSON filter. I understand there is no obligation.

Plant Name _____
Address _____
City _____ State _____
By _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER



Hard-working

ENERGEX

can make you the quality cleaner in town

Energex is Pennsalt's remarkable energized dry-cleaning soap. This concentrated soil-remover is a real detergent: its energic components not only loosen soils, but disintegrate and dissolve them as well. Yet Energex is completely safe for fabrics of every kind.

Energex holds more moisture—in fine, uniform, stable dispersion—than any other leading soap available. Result: safer cleaning, better sweet-stain removal. It can be used in petroleum or synthetic solvent systems, as a soak for badly soiled articles, for hand brushing or pre-spotting, for spray spotting.

But the most surprising feature about Energex is its economy. With Energex you *save:* because you make your own stock, pay no freight on diluent; because you need less space for storage; because a little Energex goes a long way; because Energex alone does the work of several other soaps.

If you would both delight your most particular customers *and* cut your operating costs—use Energex.* Your Pennsalt representative or local distributor will gladly give you more information. Or write: Dry Cleaning and Laundry Department, Pennsylvania Salt Manufacturing Company, EAST: 2099 Widener Bldg., Philadelphia 7, Pa.; WEST: Woolsey Bldg., 2168 Shattuck Ave., Berkeley 4, Calif.

**Energex is a trade name of Pennsylvania Salt Mfg. Co.*

Pennsalt Chemicals

Photo Courtesy Forest City Manufacturing Company

Thanks to Reader's Digest

The drycleaning industry got a lot of good, hard-to-buy publicity

IT'S AN OLD STORY now, that article in *Reader's Digest* on "How to be your own drycleaner." But there is a story in how so many drycleaners turned it to the industry's advantage.

One advertising agency that syndicates personal-column ads for drycleaners released the copy given below. If edited and used by all of this firm's customers, a total newspaper circulation of over 14,000,000 was attained. The release read as follows:

"On page 97 of the August issue of *Reader's Digest* there's an article which tells you how to be your own drycleaner. We've *never* read anything which makes such a strong case for something we've been telling you all along: 'Don't ever try to be your own drycleaner!'

"Why don't you get a copy and read it? You'll be positively amazed at the cautions, precautions and warnings not to do this or that which the article enumerates. Be careful of this. Don't overuse that. Watch the other. This is poison. Don't rub. Don't let the children get near this or that. Be sure this alkaline. Or that acid. Ventilate. Keep moist. How old is the stain? One part of this to so many parts of that. Etc. Etc.

"Folks, even if you don't value your time for anything—even if you don't think skill and experience at doing a job worth anything—just try to conceive of learning all the things suggested! And they're only a tiny bit of what a cleaner has to know. And the article doesn't make a single mention of the thousands of dollars' worth of special equipment a good cleaning plant must have.

"Get the article and read it. When you get through you'll be convinced of two things: (1) You like your present job and you don't care to learn a new one; (2) To be good, a cleaner sure has to know a lot and have lots of skill.

"And when you've finished, bundle up your soiled clothes and bring them to———."

However, this was a one-shot deal, with the probability that readership wasn't represented by the total circulation, great as it must have been. The gold-plated fishnet for making the most of a publicity opportunity goes to Otto A. Petri of Long Beach, California.

Series of Ads Used

Petri's Odorless Cleaners ran advertisements on the subject three times a week in all the local papers. Dividing the *Digest* article into several parts, Petri's treated each part in a different advertisement. Mr. Petri reports that the reader interest shown was very high, both in conversations with sales personnel and over the telephone.

Each ad was headed "Be your own drycleaner???" with the obvious question being implied, "Are you quite sure you want to?" The advertisements ran in editorial style, without illustrations, two columns wide, and to whatever depth fitted the copy for any particular day.

As shown in the first bit of copy, each was concluded with a "pitch" for Petri's drycleaning service, usually confined to one specific service. This copy has been deleted from all but the first item to save space. A half dozen or so of Petri's ads follow:

BE YOUR OWN DRYCLEANER ? ? ?

Four little bottles sitting in a row
Contents of which the housewife doesn't know.
Tho' the names are on the label, and you've invested little dough,
It's really just a matter of eenie, meenie, miney, moe.

A most interesting and helpful article appeared in *Reader's Digest* (August issue) suggesting the purchase of "Four Little Bottles" for some "home remedy" cleaning.

INTERESTING . . . for 'tiz true the contents of these "4 Little Bottles" will remove a few spots . . . "by using them cautiously and sparingly" . . . "by thoroughly rinsing them out" . . . "by neutralizing them with ammonia or baking soda."

HELPFUL . . . because it warns you, to quote them, that both "Carb-Tet No. 4 and Oxalic Acid No. 3, are POISONOUS AND SHOULD BE USED WITH GREAT CARE. Use Carb-Tet only when there is adequate ventilation, where fumes inhaled will be at a minimum; the FUMES FROM ONE CUPFUL BREATHED IN A POORLY VENTILATED PLACE MAY CAUSE DEATH. Keep both Oxalic Acid and Carb-Tet off the skin. And, of course, LOCK UP BOTH AWAY FROM CHILDREN as you do iodine and other common poisons used in the home." Petri's Cleaners wish to re-emphasize this warning, to any who do home cleaning.

Guess what, ladies . . . the State laws strictly control the conditions under which Carbon-Tet may be used by cleaning establishments. Among these is a rule that air in the room must be changed 50 times a minute. How's the "turnover" in YOUR HOME?

Petri's, like many other leading drycleaners, no longer use Carbon-Tet. Not only are Carbon-Tet and Oxalic Acid dangerous, but they are as out-of-date as yesterday's newspaper. Newer, better and safer spot removers have been developed by the cleaning industry's research centers.

Petri's experts take no chances with their safety or your garments. If you're courageous enough to do your own drycleaning, please be careful. If you want professional, satisfaction-guaranteed drycleaning of which you'll be proud, bring your apparel to Petri's 1250 Orange, or phone 6-6291 for pick-up.

P. S.—They're in the bag now! Have your winter blankets cleaned and delivered in new plastic bags. Yes, you get to keep the bag at no extra charge.

The Smell Is Worse Than the Cure

The "Four Little Bottles" article in Reader's Digest *(August issue) advises . . . "Stains from paint, varnishes or enamel usually require Turpentine to remove them."*

But you know what? . . . The article forgot to tell you how to remove the Turpentine. Turpentine, the stinking stuff, evaporates very slowly, has an "awful" odor and dissolves very few paints. If you do experiment with Turpentine, by all means choose an old pair of work pants which require only a few drops. But for your better clothes, you'll save money and wear-and-tear on your nerves if you'll just phone Petri's—6-6291.

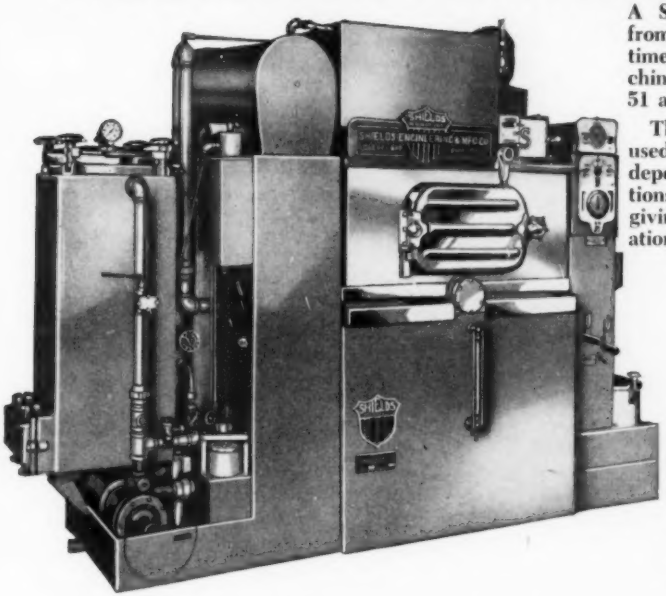
Don't Rub It In . . .

Is your touch feather-light? . . . if not, perhaps you'd better not be your own drycleaner.

Reader's Digest (August issue) tells you "not to rub it in." That doesn't mean that they're irked at anyone, either. They are merely warning you not to get so irked with a spot on a dress that you rub it in until you've damaged the fabric. To quote them verbatim . . . "To avoid rings, apply the spot remover

SHIELDS LEADS AGAIN

. . . WATER REPELLENT TREATMENT INCORPORATED INTO OPERATING CYCLE



A Special Attachment, requiring from 6 to 10 minutes operating time, is available on all new machines as well as for all Shields R-51 and R-51A Models now in use.

The same attachment can be used with moth proofing or for independent soap batch runs. Solutions are used over and over again, giving further economy in the operation of the Unit.

SHIELDS
SYNTHETIC DRY CLEANER With RECOVERY

Also features—

* 50-pound load capacity.
* 40-minute cycle.
* Washer, cylinder, condenser of Monel metal with bronze fittings.
* Vibration-proof construction.
* 1800-GPH Continuous filtration.
* 40-GPH Independent distillation.
* Simplified, easy filter change. Muck taken out dry.
* 2½" dump valve.
* Injector emulsifies soap and solvent.
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* Extra reserve tank for rinsing and balancing solvent in system.
* All parts easily accessible without dismantling unit.
* Rugged, compact unit operates quietly under critical load conditions.
* A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high—enters through 35" door opening.

EXCEPTIONAL ECONOMY OF TIME AND SPACE.

★ Easy operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in continuous Automatic Cycle—while operator does other useful work.

★ The Shields Unit occupies only 22 sq. ft. of floor space.

★ Remember, with SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT Garments Go in Dry and are Taken out Dry.

★ COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING. NO INCREASE IN PRICE OF UNIT.

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Shields

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ENGINEERING AND MANUFACTURING CO.

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around evenly. Make a jagged starfish shape, and work from the outside to the center, with a whisking or 'feathering' motion."

That's good sound advice, provided you can "whisk" and "feather" . . . and provided YOUR GARMENT IS THOROUGHLY CLEAN. If not, the result might be a clean spot on a dirty garment.

The writer has visited Petri's Cleaners and was fascinated with the fine spray guns which they use to soften spots for removal, without leaving that proverbial ring . . . which seems to SPREAD —'N SPREAD —'N SPREAD. A little bit of reasoning between the *Digest* spotting method and the Petri's spraying method might be likened to a man painting his car with a brush . . . the old method, or the new fine spray gun method.

HAVE YOU ever thought of the skill and experience it would take to remove the multitude of various spots and stains from the literally hundreds of different types of materials costing from $1.00 to $100 per yard? Drycleaning itself removes only surface dust and grease, therefore every little spot must be removed by hand and only by highly skilled experts. Petri's don't claim to be perfect and remove every spot . . . Babe Ruth didn't get a home run every time he went to bat, but his batting average was tops; that's the record of Petri's Cleaners . . . TOPS . . . in highest spotting average . . . try them for cleaner satisfaction. Just dial 6-6291 . . . or call in person at their plant, 1250 Orange Ave.

SNIP . . . SNIP . . . SNIP

By all means, familiarize yourself with the article in the August issue, *Reader's Digest*, entitled "Be Your Own Drycleaner." It's not only interesting and instructive . . . but . . . it says in part . . .

"Don't use any remover until you've tested it on the fabric . . .

SNIP out a sample from the inside seam and wet with the remover. Does the color fade or run? Do the fibers disintegrate? Do spots appear? Never use any spot or stain remover without taking this precaution."

My! My! My! . . . what timely advice! Have you ever thought of the possibility of needing to let the seam out? Just one good snip and you're stymied. Manufacturers of clothing these days don't take seam snipping into consideration in their overall planning.

Petri's do no snipping . . . as a matter of fact, they find it unnecessary to make tests on inside seams because good, experienced help can detect the kind of stains in over 99 percent of all cases. However, they do make a practice to learn the nature of the stains on your garments at the time of pick-up.

Petri's appreciate, full well, the need for housewife economy, but they do suggest you think it through thoroughly . . . for many are the garments they receive today which have been damaged both as to fabric and discoloration . . . all because you tried to "be your own drycleaner."

Yep . . . it's best to be safe and NOT sorry . . . save in other respects, but when it comes to cleaning, take your clothes to Petri's modern plant.

"Hey, boss! Guess what your friend on the draft board said . . ."

Beware . . . of Strong Bleaches

Have you ever been the victim of a "spilling" accident only to find a nice, devoted spot of grape juice, mercurochrome or, perhaps, ball-point ink on your clothing?

Well . . . Reader's Digest *suggests the use of Clorox and water for removal of such a stain . . . BUT . . . it says "don't use it on wool or silk." Petri's heartily agree with the "don'ts" suggested, too, for you know, Clorox can only be used on white cotton. No home "spotter" has done more damage to fabric and colors than CLOROX. It is a good BLEACH, but it's best to confine its use to that operation.*

To reach a decision on this "home remedy" cleaning deal . . . YOU BE THE JUDGE. Weigh the evidence: A call and delivery service right to your door saves you gas, car repairs and your time. Petri's are as close to you as your telephone.

To Spot or Not to Spot . . .
That Is the Question!

Did you know that OXALIC ACID (POISON) has been abandoned for many years by Petri's and other expert drycleaners as spot removers? It is only rarely used as a reduction agent in the decolorizing of a potassium permanganate solution, or in removing the brown manganese dioxide formed by a permanganate bleach? Yep, that's what you should know if you decide to be your own drycleaner.

August issue of *Reader's Digest* imparted some interesting facts about the art of cleaning at home. It lists some "do's" . . . and it lists some "don'ts." Probably there's nary a homemaker who hasn't at some time tried her skill at home cleaning and perhaps with some degree of success. Should you be one of these, Petri's hopes that you will carefully note the "don'ts" as well as the "do's" suggested in the magazine.

Oxalic Acid is one of the four cleaning agents mentioned. Well, the writer warns you that it is poisonous . . . to keep it away from your skin, and above all, to put it out of reach of children and pets!

The magazine article also recommends thorough rinsing. "Thorough" in this case means several rinsings before neutralizing with ammonia or baking soda. Do it right . . . or Oxalic may cause a permanent brown stain in the garment.

Petri's Cleaners "spotting board" of 82 formulas, however, contains nothing harmful to fabrics or the skin. Any one of them might be poured over the entire body without the slightest damage to the skin.

Yes . . . these "Four Little Bottles" sound like a wonderful bargain, but for complete safety—complete satisfaction and complete professional cleaning, phone 6-6291 and let Petri's assume your cleaning problems with their highly trained staff.

Have You Ever Spot-Cleaned Your Car?

Have you ever run your finger over your car, which looked fairly clean, only to find the finish completely covered with a thin film of dust?

Isn't it reasonable to assume, then, that your clothing, after several wearings, will be just as thoroughly "dusted"?

If you wouldn't expect to spot-clean your car with success, would you . . . or could you . . . expect to spot-clean your clothing with a greater degree of success?

Not only, with the "home remedy" cleaning, will a tiny spot turn into a larger and sometimes a faded one . . . but it may be accompanied by a well-located, yet unlovely looking ring.

The suggestions offered in *Reader's Digest* (August issue), while interesting and sometimes usable, may cost you not only the money expended on the "Four Little Bottles," but the complete price of the garment, if you aren't extremely careful.

The fact that their contents are poisonous, too, may cost you the price of an accidental burn or property damage. Even Pop reaches high-up for a bottle sometimes—and, being a creature of habit, uses it before reading the label. So, you may keep it high out of reach of the kiddies and the pets, but you can never depend upon Dad not finding it.

Clean Filters Faster, Easier...

with Butler Air Cleanout*

No sloppy sludge . . . no slippery floors . . . no more time and labor wasted in removing messy, smelly muck from your filter. Air Cleanout feature of Butler Big Flo** Filters provides the safe, modern way to handle filter muck . . . the easiest, fastest, most pleasant way.

Take the muss and fuss out of filter cleaning and keep your whole plant cleaner, easier . . . own a Butler Filter with Air Cleanout.

SAVE MONEY, TOO ...Save as much as $400 a year on solvent costs. Butler Air Cleanout recovers more solvent from the muck bed... prevents costly losses from solvent thrown away with undried muck. It's money worth saving . . . and you can save it with Butler Air Cleanout.

*Patent No. 2,301,803
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REMOVES soils, stains, and perspiration

USE wet or dry with equal efficiency

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ATTRACTIVE GIRL drivers operate open-panel station-wagon-type trucks of Quick Service Cleaners

Girls Make Good on Routes

Women drivers win customers and employer's approval

A SHIFT TO GIRL DRIVERS has convinced J. Orville Parten, operator of Quick Service Cleaners in Las Cruces, New Mexico, that they have many advantages in addition to their availability. He originally made the change because he was having trouble holding his routemen, who like many other men in the area are leaving to work for the Government.

When Mr. Parten saw an article in THE NATIONAL CLEANER & DYER about the successful use of "routewomen" by a West Coast drycleaner, he decided that was the answer to his problem. He immediately assigned two attractive girls with experience in the plant to his two route trucks.

The girls are paid on the same basis as the men they replaced. Getting 25 percent of the first $100 and 15 percent of the balance, they earn from $65 to $100 per week. The girls wear informal Western-type uniforms: slacks, sport shirts, sport jackets and moccasins.

According to Mr. Parten, the girls have these advantages:

1. They are neater than the men, and because both drivers are attractive they focus attention on Quick Service Cleaners.
2. The girls are more clothes-conscious. They know clothes and discuss them with their customers.
3. They can go freely into homes, which men cannot do, help customers with bundles and suggest work.
4. They follow instructions more closely and are more willing to adapt themselves to routine.
5. They are more expert in selling extra services such as alteration and repair work. The reason in this case may be that both girls had worked in that department. Paid-alteration and repair volume has increased 400 percent since the girl drivers took over.
6. Apart from alteration work, the girls have increased route volume substantially. This, Mr. Parten believes, comes from the fact that they are free to go into the homes, talk over cleaning problems with the housewives and help save the customers' money.

This thrift angle is the basis of a part of Mr. Parten's advertising campaign. "Make the housewife feel," he says, "that you are trying to save her money and you add another regular customer."

Quick Service Cleaners sponsors two 15-minute radio programs a day. During the programs the announcer breaks in to make a phone call to a local resident. If the person called answers by saying "Quick Service Cleaners," he or she wins the jackpot, which grows a dollar with each incompleted call.

Each program has 2½ minutes of commercials. These plug the girl drivers, explain the advantages and suggest that either Billie Duke or Frankie Pack will be glad to help with any drycleaning problem. Sometimes the announcer describes the uniforms the girls are wearing or tells what good safe drivers they are. Other plugs explain their experience in repair work or in the finishing department and how they are qualified to give expert advice.

"The programs sell the drivers," Mr. Parten says, "and the drivers sell the service. We are delighted with the combination." # #

OWNER J. Orville Parten geared promotion program to "routewomen." Mr. Parten is on state drycleaning board, is active in civic affairs

ALTERATION AND REPAIR volume increased 400 percent after girl drivers took over

They say Turpentine was a DRY CLEANER

The story goes that a French sailor fell into a vat of turpentine on deck. He hung his clothes up and when they were completely dry, all dirt and spots had been cleaned away.

And thus began the dry cleaning industry—so they say.

History mercifully shrouds the account of how many Frenchmen really tried to use turpentine. The modern history of dry cleaning lays emphasis on two modern solvents—

CARBON TET and PERCHLORETHYLENE
***By* DIAMOND ALKALI COMPANY**
Cleveland 14, Ohio

See Your DIAMOND Distributor for FAST SERVICE, QUALITY PRODUCTS

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Manitowoc

Puts You in Business

with a minimum investment

Keeps You in Business

on a profitable basis . . .

That's why more and more dry cleaners are switching over to the Manitowoc Synthetic machine. A minimum investment produces maximum capacity — the one sure way to assure profitable operation.

You get 105 to 120 lbs. capacity per hour — of the highest quality cleaning. It's simple to operate, completely safe, built compact and sturdy for long, trouble-free operation.

For the lowest net cost per pound of cleaning, you just can't match a Manitowoc. Send for details today!

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PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.

Manitowoc, Wisconsin

Looks Like Everybody's getting a

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Crystal Cleaners
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Manual for Training Silk Finishers

Part VIII: Finishing skirts, suit skirts and petticoats

by LAURA HERRMANN PORTERFIELD

A. Instructions to Trainers

Skirts may be divided into two classes for finishing—those that are straight-lined, usually with less than four darts at the waist to hipline, or the full skirt. The straight skirt can be finished all at one time on the buck. The full skirt should first have the waistband and usually the upper hipline finished on the small end of the buck. Then the bottom of the skirt is finished with the smaller or upper part kept off the machine.

Show the pupil why certain skirts cannot be finished in their full length all in one lay, but must have the hips done first to give a smooth finish. She should soon be able to tell at a glance which skirts can be done without doing the hip and waistband first.

To make it easier for the operator to check types of skirts, and also to save extra finishing, have the skirts hung on hangers or other hanging device rather than piled on top of each other. Hanging skirts will prevent any extra wrinkles which the operator would have to remove in finishing.

The first thing to impress on the operator is the side zipper closing on all skirts. If it is a narrow-waisted skirt, the zipper can be left open until the last lay is made and then closed to insure a smooth lay on the placket.

The instructions to trainers in Part VI of this series (August 1952, page 52), on completing a dress and finishing pleats on the finishing board or offset press, also apply to training students to finish skirts by this method. The instructions cover selection of soft materials, description and care of equipment, operation of equipment and finishing techniques in full detail.

We make no mention of how the skirt should be taken off the machine and hung on to the hanger as each plant seems to have a different method of hanging skirts. Some plants like to fold the skirt in half before hanging it on the hanger, thus having four thicknesses of material for the safety pin to go through. The writer prefers to hang skirts on the sloping part of the hanger on each side of the hook, using substantial safety pins to fasten the waistband to the hanger about two inches from either side of the skirt.

FIG. 1. Hold waistband with two fingers of left hand. Right hand uses trowel in ironing motion; foot on steam pedal

B. Instructions to Trainees

Job Breakdown: I. Full skirts

IMPORTANT STEPS	KEY POINTS
1. Place waistband over small end of buck.	a. Zip up side opening. Button only if necessary, for firm hold. b. Opening should be on top of board. c. Place two fingers of right hand inside waistband at under part of machine. Hold firm.
2. Steam and straighten skirt.	a. Use brushing motion of left hand away from waistband.
3. Steam and finish.	a. Place two fingers of left hand in waistband (see Fig. 1). b. Use trowel in ironing motion while steaming.
4. Vacuum.	a. Step on vacuum pedal. b. *Do not use trowel.* c. Remove fingers from inside waistband to assist in moving skirt to next lay. d. Pick up on far edge of buck and lay same area down on near edge.
5. Continue around until back to opening.	

On skirts where the preceding steps are not neces-

AT LAST!

A *Perfected*

Detergent for the STRONG SOAP SYSTEM (S. S. S.) or CHARGED SYSTEM of Dry Cleaning . . .

REE-TEX

It Works with MAGNESOL, D-C FILTROL, HYFLO SUPERCEL, SPEEDPLUS and other Filter Powders in Petroleum or Chlorinated Solvents

We Can Supply a Simple Test Kit for Determining Strength of the Detergent Solution

REE-TEX *Takes the "Bugs" out of the S. S. S. with Unheard-of Reduction in Spotting and Wetcleaning.*

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FIG. 2. Left hand holds waistband while pad on right wrist is used to straighten skirt

sary, the waistband might be finished by running it across the shoulder or mushroom puffer.

Then proceed, for both types of skirts, as described in Part VI in Job Breakdown I: Completing dress, Steps 3-9.

The finishing of pleats is described in Part VI, Job Breakdown II.

A. Instructions to Trainers: Finishing skirts on regulation press

Some plants are still using a regulation combination press to finish skirts. We find this a little more difficult than the new method and do not like to recommend the use of the head of the press on soft materials, even in a fanning motion. There is just too much weight to these heads and they have a tendency to flatten the fibers and cause shine. If the head must be used, the only approved way is to reverse the skirt and finish it on the wrong side.

Trainers give the same explanation to students as they do for finishing skirts on the steam board or offset press (Part VI).

A. Instructions to Trainees: Finishing skirts on regulation press

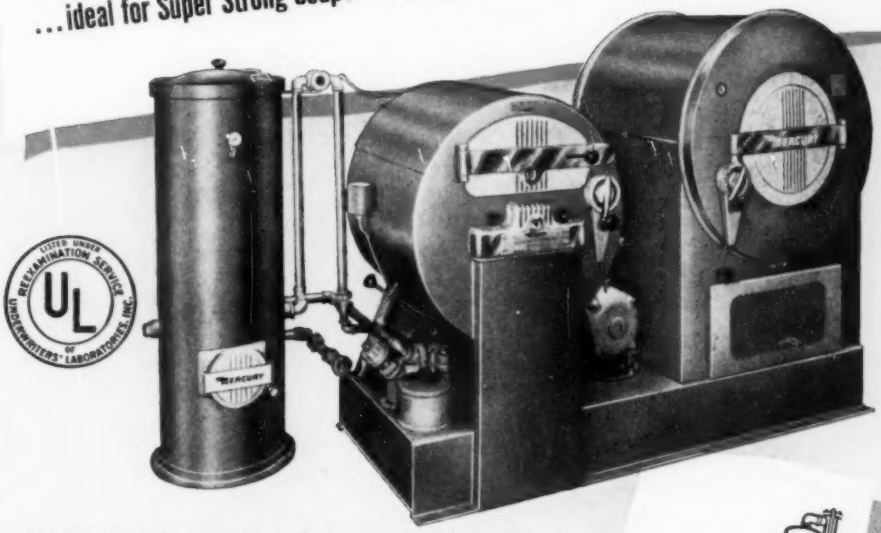
Job Breakdown

IMPORTANT STEPS	KEY POINTS
1. Remove skirt from supporter.	a. If on hanger, remove garment. b. Open zipper, while moving to press.
2. Place top of skirt on small end of machine.	a. Keep hand on zipper after opening, and place opening at front edge of buck. b. Pick up hand pad with right hand.
3. Steam.	a. Step on steam pedal with left foot. b. With hand pad on wrist, use right hand to straighten skirt, holding on to waistband with left hand (see Fig. 2). c. Steam again using hand pad like iron.
4. Vacuum.	a. Step on vacuum pedal with left foot. *Do not use pad.*
5. Proceed around skirt in preceding manner.	
6. Reverse skirt, end for end.	a. Grasp skirt at top near zipper and also at opposite point on hem. b. Remove skirt and return to buck so bottom of skirt is on press.
7. Steam.	a. Have hand pad on left hand. b. Straighten out skirt, having hand pad on straight hemline and using same motion as in Step 3 but with other hand.
8. Steam and finish.	a. Use hand pad in an ironing motion, up one side of buck and down other to starting point.
9. Vacuum.	a. Step on vacuum pedal with left foot. b. Do not use hand pad. c. Slip pad up to wrist and place hands in position at back of buck to pick up skirt.
10. Move to next lay.	a. Bring garment forward and be ready for next lay, after placing skirt at front edge of buck.
11. Proceed as of Step 7.	a. Bring skirt forward each time until back to starting point.
12. Pleats can be finished by same method (see Fig. 3).	

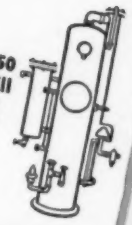
FIG. 3. Finishing skirt on regulation press

Available in 36-lb. and 48-lb. sizes

ALL-PURPOSE UNIT ... Use one or more for new or old plants ... furnished with or without tumbler ... for use with 140°F. or Stoddard Solvent ... ideal for Super Strong Soap ... reduces wet cleaning and spotting.



The Modern Petroleum Unit: includes 36-pound combination washer-extractor, 36" x 30" tumbler, six plate 1000 GPH filter, storage tank, piping and pump. Investigate the Mercury—ask any of its 3000 Successful Owners in U.S.A.



Mercury 50 G.P.H. Still (optional at added cost)

1. U/L approved for your protection
2. Designed for $1000.00 weekly volume
3. Uses safe, low cost 140° F. solvent
4. Precision-built for long life
5. Economical to operate
6. Produces highest quality cleaning
7. Cleans and extracts in the same cylinder
8. Requires small floor space
9. Experienced help *not* needed to operate
10. Combination washer-extractor saves time, saves solvent

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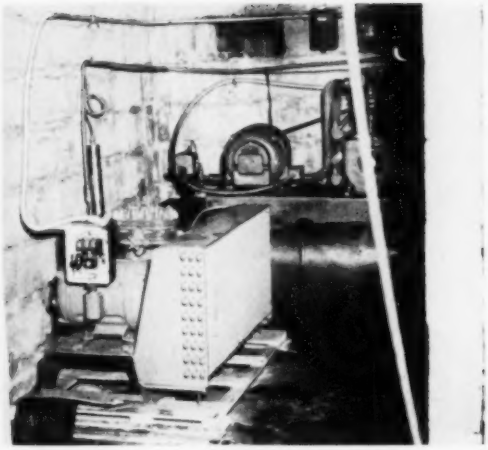


TWO-TON COOLER held the solvent temperature down with outside temperature in the high nineties

Olmstead Likes Soap

by WILLIAM R. PALMER

WE DROPPED IN on Del Olmstead recently to see how one of the first drycleaners to use the two-bath method of highly concentrated detergents felt about it after a couple of years' experience. He's still sold, has three big washer-extractors running steadily at his Teasdale Cleaners in Cincinnati, Ohio. Now uses two spotters instead of three, to handle a third more business.

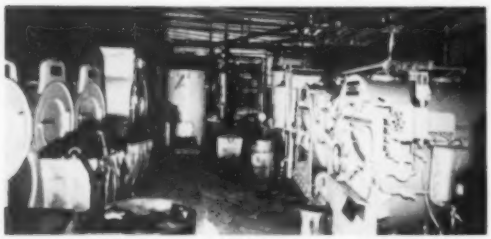
One of the biggest assets, Mr. Olmstead points out, is that he doesn't have to eliminate water from the wheel so often in summer when it's most needed to remove perspiration and other moisture-borne soils.

Mr. Olmstead finds he can't determine relative humidity with any degree of accuracy, particularly since the humidity of the clothes is slow to reflect changes in the atmosphere. Therefore, he adds a half ounce of water to the pound of clothes when the registered (wet-dry bulb) humidity just outside the door of the cleaning room is below 40 percent. Above that he cuts it to a quarter ounce per pound. Then above 65 percent relative humidity, the water is eliminated. He himself admits it isn't scientifically accurate because the location of the wet-dry bulb gives a lower reading than the humidity outside.

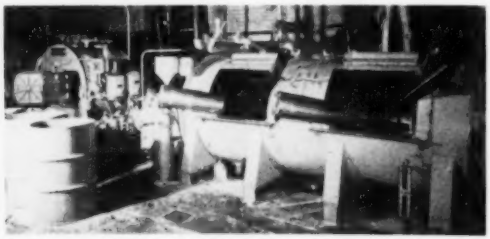
About 25 percent of Teasdale's volume is wholesale work at a relatively high price. Mr. Olmstead states that the concentrated soap-and-moisture has materially reduced his number of returns from wholesale accounts.

The picture of the hamperful of rags on this page emphasizes one thing Mr. Olmstead found important. Nothing new, he says, because still manufacturers have urged cleaners to change their rag filters regularly ever since stills appeared in the drycleaning field. But most cleaners have been careless in the past—and now they can't afford to ignore the manufacturers' instructions. In fact, Mr. Olmstead has found it helpful to have a water separator ahead of the rag filter on one of his stills, and therefore constructed a similar separator for use ahead of the rag filter on his other still. He also pointed out that some cleaners even on a light charge of detergent hook two rag filters in tandem behind the still.

Another helpful item has been a freon unit to hold down the temperature of the solvent in summer. Teasdale started out with a one-ton unit, then switched to one of two-ton capacity. This was believed helpful because the rapid circulation of a relatively small amount of solvent didn't permit the solvent to cool off sufficiently by radiation of heat from filters and tanks. Underground tanks particularly remained as warm in the morning as when the plant shut down at night. Now Teasdale is able to hold a very even temperature level on the hottest days. # #



HIGHER CALIBER cleaners can be employed where solvent-laden clothes don't have to be handled, Mr. Olmstead states



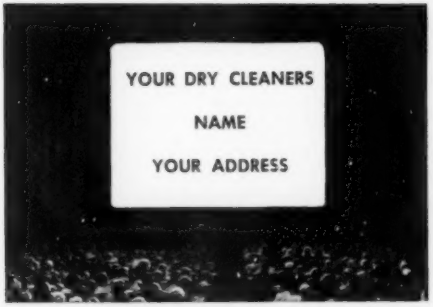
EXTRA EXTRACTION time in the machine is compensated for by a very short rinse on the two-bath setup

How to get More New Customers

SIGHT, SOUND, ACTION and COLOR—the most powerful forces in advertising—go to work for you when you use SPOT MOVIE ADS in your local theatres. These talking pictures help you win new friends and customers. They demonstrate how a quality dry-cleaning service prolongs the life of garments, how it gives your customers' appearance that new look. Spot Movies dramatize the importance of expert renovation.

YOUR NAME ON THE SCREEN. . . . The last ⅓ of each film displays your Dry Cleaning establishment's name, address and special selling message on the giant screen. It's a hard-hitting way of keeping your name before the public.

REACH YOUR *BEST* PROSPECTS—AT ROCK-BOTTOM COST. . . . SPOT MOVIE ADS are shown in local theatres that ***you*** select. They reach people in ***your*** trading area—only your very best prospects. On the average, 3 people get the powerful impact of your sales message for every penny you spend. Over 50,000 local firms use screen advertising. We handle all details.



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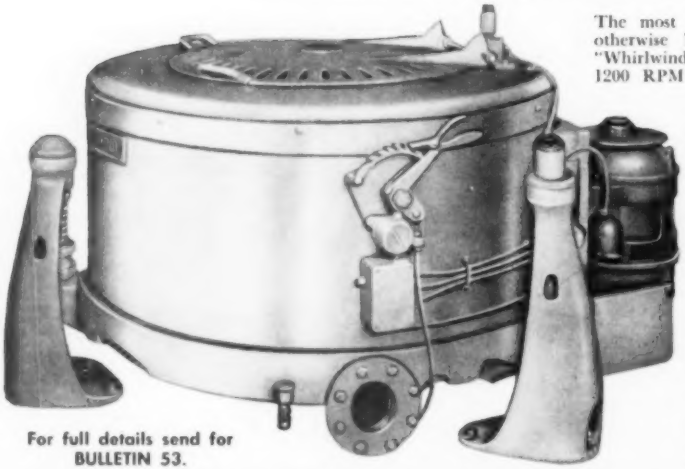
Fletcher "WHIRLWIND" EXTRACTOR

permits high speeds with absolute safety to machine...operator...and *all fabrics*



The most delicate fabrics cannot snag or otherwise be harmed in the big, rugged "Whirlwind" Extractor. Even at speeds up to 1200 RPM which it attains with effortless acceleration, fabrics are safe, for the mirror-smooth stainless steel basket interior is entirely devoid of rivets, flanges or other projections. There are no reinforcing bands on the stainless steel basket, a feature which provides maximum drainage with reduced windage and power consumption. Great structural strength of the "Whirlwind" assures safety for both machine and operator. The permanence of safe operation is guaranteed by the absence of corrosion-inviting reinforcing members. Other "Whirlwind" features are Big Capacity, High Stability, Space-saving Compactness, Easy Accessibility for Loading and Unloading, Finger-tip Control and Automatic Hydraulic Braking.

For full details send for BULLETIN 53.

FLETCHER WORKS

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All Eyes Turn to

New GREEN Arrow Sponge Pads!

LOOK for new improved GREEN Arrow Sponge pads when you repad! New, scientifically perfect Arrow pads give an effortless, shine-less, FAST pressing job every time. Insist on new green Arrow pressing pads. The color tells you it's genuine Arrow; the name Arrow tells you it's the best pressing pad money can buy.

Sizes and shapes to fit all dry-cleaning pressing machines

the improved pad with

GREATER Porosity
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GREATER Durability

Made of a
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PRIMER PAGE

BASIC DRYCLEANING FOR NEW EMPLOYEES

Know When Not To Begin

If you doubt safety of spotting method—test first!

MAKING CORRECT DECISIONS is probably the most important phase of a spotter's job. On his decisions can depend much of the plant's quality and operating efficiency.

On every piece of every load of garments handled, the spotter must first decide whether it should be classed as a passup. In other words, in the light of his training and experience as well as of plant policy he must decide if anything further can be done for the garment either by prespotting and recleaning it, spotting it, or wetcleaning it.

Whether or not to wetclean is an especially important decision. Every plantowner knows **the wetcleaning department never makes a profit.** The spotter must therefore constantly keep in mind that wetcleaning should be resorted to *only* if the garment cannot be handled satisfactorily in any other department.

Today cleaning procedures have been changed to include the use of higher detergent concentrations (the charged system). With this added detergency and the safe use of greater amounts of moisture, more effective cleaning is done in the drycleaning washer. In this way the costly operation of wetcleaning has been reduced considerably.

Furthermore, this change in cleaning procedure has also brought about a change in the concept of spotting and prespotting. The fact that water used in the form of drycleaning-soap emulsions can be used to remove water-soluble stains while the garment remains in a dry state is of great importance when considering workflow and reduction of costs. It is well, therefore, for the spotter to give much thought to what might be done in the drycleaning washer before he refers a garment to the wetcleaner.

If the spotter holds a garment because of a stain, he may remove it quickly and forward the garment for finishing in a matter of minutes. In this instance he has been able to keep the garment out of the costly wetcleaning operation or time-consuming prespotting and re-running.

But spotting can become costly. Too often, because of professional pride, or pressure from management, the spotter is tempted to become a hero and remove the stain come hell or high water.

How many times has a spotter spent a lot of time working a stain only to find he made it worse, rather than better? How often has a spotter *finally* passed a garment on to be wetcleaned, simply because he could not remove the stains?

In deciding whether a garment is a passup, a thorough knowledge of stain removal is essential—knowing not only "how to" but also "how far." Probably 50 percent of the cases of color damage caused by a spotter are from working a stain that was impossible to remove.

So knowing when to stop is just as important as knowing when to begin. The most common cause of color damage is overworking such stains as oxidized oil, tannin and caramelized sugar, dye stains on a less fast garment dyestuff, medicine stains, etc.

Can the garment be improved enough by prespotting or prebrushing plus recleaning to justify this added labor and time? Can the stain be removed completely? Or, can it be improved sufficiently to justify the spotter's labor? Will there be a risk of color loss or fiber damage? Will the improvement achieved by wetcleaning justify the risk involved, the added labor cost, and the delay in getting it to the customer?

The Role of Management

Management would be wise to discuss many of these problem cases with the spotter from the viewpoint of plant policy. All too often management will literally "put the heat" on a spotter to remove a stain. Assuming that the spotter is sincere in his work and not deliberately shirking what he can do, it is not wise to prod him into going beyond the point he feels is safe.

Please don't misunderstand! Don't encourage the spotter in wholesale passups. That lowers the quality of your work, injures your reputation. We are pointing out only that time and labor can be saved, and claims prevented, by knowing when not to begin. # #

"Yes, we're your friendly drycleaner. So what?"

What! 4 loads an hour?

Yessir, four loads an hour—120 lbs. from the Monarch, 80 lbs. from the Coronet—of the cleanest, fluffiest drycleaned garments you can imagine. This outstanding production is possible because Detrex divides the load . . . clothes are cleaned in the Coronet or the Monarch and solvent is recovered in the Synth-O-Saver. Since your equipment is in-cycle only fifteen minutes, one-day service is completely practical on a regular basis. And, mister, you know what a sure-fire business builder fast service can be. There are other advantages, too:

By dividing the load you get finest cleaning quality at rock-bottom costs . . . the Detrex cleaning basket is the result of painstaking research for cleaning superiority, the Synth-O-Saver is the secret to miser-like solvent consumption (over 97% is recovered). The two Detrex units also permit installation convenient to virtually any working conditions. You don't have to rebuild the building around the Detrex Process.

What about flexibility of operation? Listen to this . . . you can use the Detrex Process on a straight solvent cycle—with soap added load by load—with the charge system for mild soap solution—or with the two-bath method for super-strong soap solution!

Durability? . . . one look at Detrex equipment will convince you of that. Here is long-life construction unmatched in the industry!

To get the whole story on these and other important competitive advantages engineered into Detrex equipment for you, drop us a note or card. Address it to DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. B-5

DETREX

The Process that Shaped the Industry

Synthetic DRYCLEANING News
PUBLISHED BY
DETREX CORP., DETROIT 32, MICH.

WASHINGTON WINNER

SHOP:	Debonair Valet.
ADDRESS:	2612 Connecticut Avenue, Washington, D. C.
LOCATION:	High income residential neighborhood, one block from Wardman Park Hotel.
PROPRIETOR:	David Iacone.
EQUIPMENT:	Regent with two Synth-O-Savers.
WHY BOUGHT:	Decision based on years of experience with other type cleaning units.
TYPE OF OPERATION:	22 employees: 1 manager, 3 clerks, 1 counter salesman, 2 baggers, 1 sleevemaker, 2 drivers, 2 wool pressers, 1 silk finisher, 1 silk spotter, 3 seamstresses, self and wife; (2 more wool pressers in busy season, also 1 more seamstress). 1 Hour service (averages 110 specials a day; as high as 160 before 4th of July.) Removes all buttons; sews back on; cleans cuffs. Replaces missing buttons (has own button machine), 2 trucks deliver and pick-up. Hours 8-7 every day. Cleans for various dress shops. Finds he can run blouses through Detrex Process without even removing price tags. Runs machines 10 hours a day.
INSTALLED:	February, 1947.
TURNOVER:	An increase of over 400% since 1947.
FUTURE:	Contemplates another store in near future.
BACKGROUND:	25 years experience in drycleaning business.
QUOTATIONS:	"Detrex process gives proper mechanical cleaning action. Cleans better; hence life of clothes is longer." "Detrex process surpasses in economy, quality, and efficiency. The simplicity of operation combined with rugged mechanical construction absolutely minimizes maintenance problems."

Synthia Says:

Drycleaners advertise fast deliveries to stimulate business. Yet, many of those same drycleaners who advertise fast deliveries fail to stress them at the counter. By this omission they are wasting their money on neon lights and posters, losing income because of it.

Let's analyze the real reasons for fast service. The primary motive is to stimulate business – to bring in more customers. But fast service can be used to stimulate more business from present customers, too. The sooner a customer gets his garment back, the sooner he is wearing it again and the sooner it needs cleaning. The drycleaning industry in the United States represents two billion dollars gross volume per year. By simply cleaning one extra garment per year from each customer, that gross can be increased by millions of dollars! Take your own case; by eliminating some of the delay between deposit of a dirty garment and its return, you can probably gain one extra cleaning of the garment within a year's time. Multiply that by your total number of customers times their total garments and you have a nice increase in volume without considering a single new customer.

When a customer brings in a garment, suggest that he can have it the same day. This practice will substantially reduce rack inventory that ties up your capital—and gain some volume to boot. Remember, it costs no more to clean today than tomorrow with the right equipment and schedule, plus the fact that when three or more days are quoted for service, the customer has time to forget the specified day. By stressing same-day or next-day deliveries, he'll be johnny-on-the-spot more often.

VENEER BRICK provides striking contrast to soft colors that predominate in store decoration

Addition Eases Remodeling

Modernized store starts flurry of remodeling in Minden, Louisiana

by WILLIAM R. PALMER

THERE ARE ONLY THREE WAYS to remodel a plant: (1) shut down for the time necessary; (2) work nights and weekends at time-and-a-half or double time, (3) build a new addition to the plant and ooze into your new layout department by department, as the short weeks permit.

Although the least dramatic and taking the longest time, the last was the method chosen by Willis M. Herring of Mayfair Cleaners and Laundry in Minden, Louisiana. What's more, he had the new brick addition constructed around and over an earlier frame addition, so that work was hardly interrupted. This was made possible by taking a few extra feet to the property line not covered by the older addition.

Lastly, by moving the productive equipment around, Mr. Herring was finally able to get space to enlarge and remodel his front office and private office, one of his original objectives. This remodeling also included the installation of a small storage vault, and erecting a new modern brick front to the original building, with big windows opening on to the street.

The appearance of the rebuilt Mayfair plant is so pleasing that it is credited with starting a small wave of modernizing among the various merchants in Minden. The results are quite evident in a quick tour of the city's business streets.

In the Mayfair store the decoration is quiet and sim-

(Continued on page 100)

OFFICE WINDOW and corrugated partition visible at opposite end of store

Made to make deliveries easy!

Take a look inside an International with Metro* body. See how it helps make deliveries easy.

Metros offer up to 375 cubic feet of package capacity. Easy to load and unload, and so economical they've been first in multi-stop truck sales for 14 straight years.

See all the outstanding features these smart-looking Internationals offer before you buy any truck. How about today?

INTERNATIONAL HARVESTER COMPANY · CHICAGO

Check these outstanding Metro advantages:

- Silver Diamond valve-in-head engine built in the world's largest truck engine plant.
- Maximum maneuverability — 37° turning angle, more positive control, safer, easier handling.
- Leader in the multi-stop delivery field for 14 straight years.
- Six models — with GVW ratings from 5,400 to 11,000 pounds. Cubic foot capacities — 235, 292 and 375.
- Matched body and chassis built to your specifications under one roof to save you money.
- America's largest exclusive truck service organization.

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

INTERNATIONAL TRUCKS

"Standard of the Highway"

Model LM-122 with 9½-foot Metro body, 115-inch wheelbase, 6,600 lbs. GVW

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QUESTIONS and ANSWERS

Damage From Shoulder Pad

The lining of the garment of which we enclose pieces discolored and the discoloration went through to the garment. Was this caused by the padding? —*McQ.L., Canada*

The problem is due to a bonded-wool shoulder pad and is not the fault of the drycleaning process.

This type of damage became prevalent for the first time in the spring of 1951. As a result the National Institute at Silver Spring, Md., made a detailed study of the problem and found that the trouble was due to the synthetic rubber neoprene used in bonding the wool together. Furthermore, they found that drycleaning in no way contributed to the damage. Control samples that had only been stored in a desk drawer were the ones that began to disintegrate.

Aging alone causes disintegration of the shoulder pad at the bonded area and a fairly strong concentration of hydrochloric acid develops. This, of course, is what causes acid fading if acetate fiber is present, or it may cause color changes and damage to the fiber itself. Our tests of the pieces you sent us showed that they were in a very strong acid condition from hydrochloric acid.

Fused Acetate Fibers

This black dress was drycleaned by our usual procedure. Can you tell us what caused the hard spots on the hem, which has a tendency to curl up?—*E.L.C., Georgia*

Tests show that this garment is made of cellulose acetate yarns. Our examination shows that the hard spots are the result of fusing of the acetate yarns. This fusing was evidently caused by the fabric coming in contact in some manner with high heat.

As there are many ways in which an accident of this kind can occur, we cannot definitely determine how or where it took place. Hanging so that the hem touched two hot pipes or the edges of a hot radiator might be logical possibilities.

Of course, once these fibers are fused there is no way of overcoming the damage.

Yellow Stains Not Scorch

Can you tell us what caused the stains that look like scorch on this blue dress?—*M.C.L., Connecticut*

Tests conducted on this garment shows that it is made of pure silk yarns. The discoloration present was not caused by scorch but is due to a yellow ring condition which is the result of a spotting operation attempted on the stains present.

The stains themselves appear to be in the nature of an oxidized oil. This might indicate that a dry spotting agent has been used or some type that contained an oil or an organic acid. When such spotting agents are used and are not rinsed free from the garment they oxidize and become yellow or brown in color. When this occurs they are very difficult to remove.

To overcome the condition, try spotting the areas with both a volatile and an oily-type paint remover and reclean the garment.

Damage on Fur-Lined Coat

Can you tell us what caused the damage to the right sleeve lining of this fur-lined coat? Also, the hardening of the fur under the armpit?—*H. W., New York*

Examination of this garment shows that the pelt has become hardened under both arms. This hardening has also resulted in shrinkage of the pelt. The shrinkage caused the garment to fit more tightly under both arms. This plus the abrasiveness of the hardened pelt has caused excessive wear of the sleeve lining as well as yarn slippage.

Such hardening of pelts is usually attributed to the pelt coming in contact with steam at some time. I do not believe, however, that this has been the case in this garment. In the first place, it would be highly unlikely that it would be so accurately confined to a small area under the arm. Secondly, from the discoloration of the acetate sleeve lining it appears rather obvious that a chemical color change has taken place due to the presence of acid. Tests conducted on both the pelt and the fabric in this area indicate that a fairly strong acid condition is present.

We believe that possibly an antiperspirant or underarm deodorant has been used which was fairly strong in acid content. This acid in transferring to the pelt was sufficient to cause its hardening, which in turn was the source of the other damage.

Figured Black Dress Discolored

What caused this figured black dress to fade in cleaning?—*U.C., Louisiana*

Our examination of this garment shows no evidence of any mishandling in drycleaning.

If you will look closely at the yarns exposed on a seam you will notice that the black fibers have not been dyed through completely. At these seams the black appears grayish in color.

The discoloration under the arms and below the waist in the back of the dress has been caused by friction from wear, which caused a slight shifting of the weave. This shifting has been sufficient to expose the grayish cast of the yarns, giving the garment a discolored look in the affected areas.

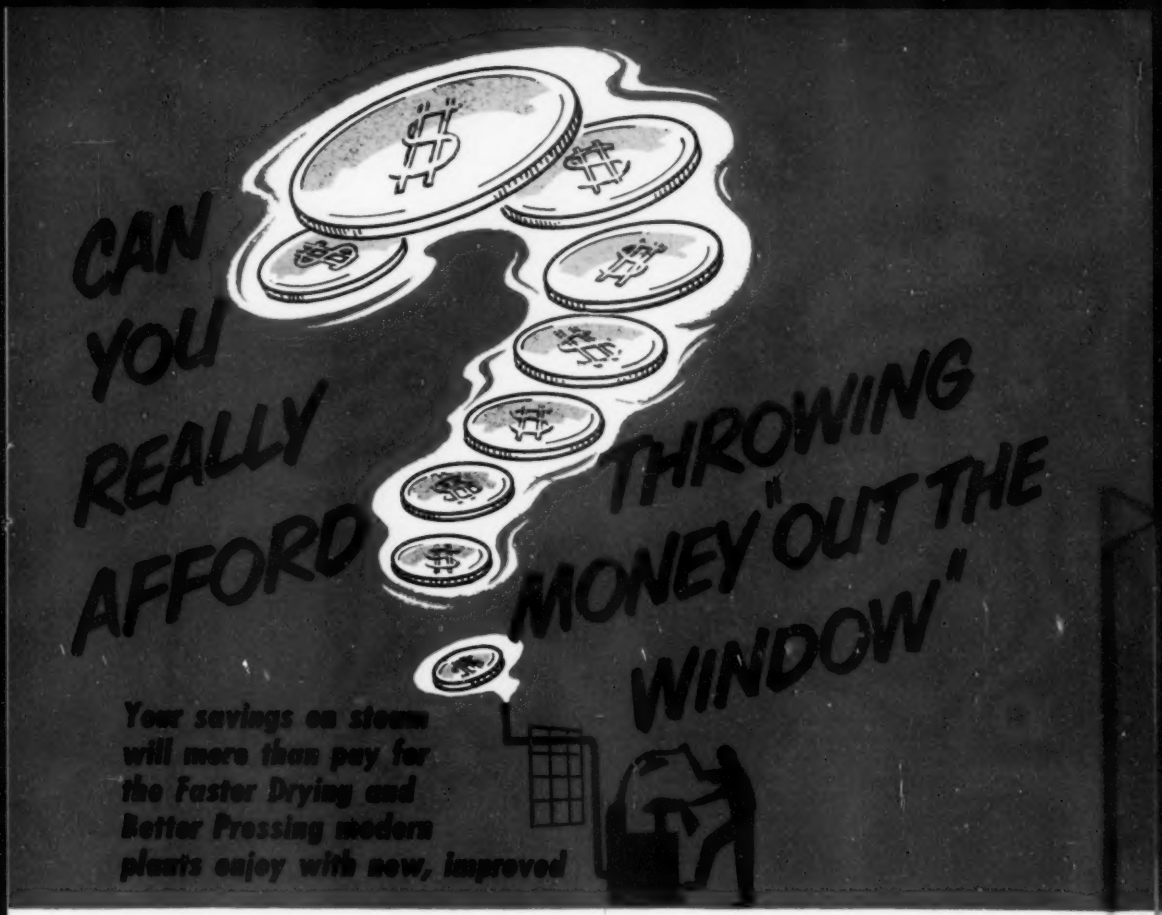
This can further be proved by rubbing some of the fabric at an unexposed seam with your thumb. The same gray discoloration will appear as you shift the weave by the friction of your rubbing.

Bias-Cut Skirt Uneven

The customer claims this dress is now shorter front and back than at the sides. She states we cleaned the dress twice before and returned it in perfect condition. Are we responsible for this apparent shrinkage?—*N.C., New Jersey*

The unevenness of the skirt of this garment is quite a common problem. The cleaning process is not at fault because this condition develops because of the bias-cut construction of the garment.

Whenever a garment is made from fabric cut on the bias, a stretched condition will always develop on the



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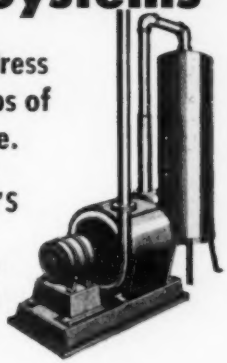
Steam costs money to make — why waste it on drying, when air vacuum does the job better at lower cost? A Hoffman Air Vacuum System gives you instant drying of each lay *faster*, increases press output. Creases are sharper and pressing is firmer throughout the garment . . . customers like the new higher quality of your work. You conserve steam for other equipment and save substantially on your fuel bills. Get the facts from your Hoffman representative.

Sizes for 1 Press up to Groups of 200 or more.
Backed by HOFFMAN'S Pioneer Experience in Pressing Machines



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side where the weave runs in an up-and-down pattern. In contrast, a shrinkage will always develop where the lines of the fabric run at right angles to the up-and-down lines. If you will examine any bias-cut skirt you will notice that any uneven condition will consist of a short side where the lines of the material run parallel with the floor. This is due to the fact that the material will stretch only along the lines of least resistance, which of course is with the run of the material.

This uneven condition will very often develop merely from the garment hanging or being worn.

Sometimes stretching the skirt at an angle with the lines of the material entirely around the garment will overcome the unevenness. Otherwise, altering the hem to make it even is the only remedy. Even the latter is only temporary because the same stretching will probably occur again.

Blotched Black Dress

This black gabardine dress was run with a regular load of dark silks. The customer claims the bruised-looking places were not there when she sent us the dress. We have redyed it in an effort to cover up those places but did not succeed. Could you give us any idea what caused this condition?—*D.I.C., New Mexico*

This garment is made of regenerated rayon yarns and has been treated with a synthetic resin. Resins of this type are now used to a great extent, primarily on regenerated rayon fabrics, to provide body to the garment.

We are of the opinion that the blotched condition that gives the appearance of "bruised areas" is actually due to spots where the resin has been removed from the garment. Ordinarily such resins are very fast both to drycleaning and to wetcleaning and have not presented too much of a problem from any disturbance during cleaning. But, **in the event the resin present has not been cured properly, then there is a likelihood that a condition such as this might develop.**

In this case there is a possibility that if the garment had been rain-splattered or splattered by some other wet solution and was introduced into the drycleaning system before it was completely dry, a loss of this resin might have taken place, provided, of course, that the resin had not been cured properly.

We do not believe that this general spotted condition could have been caused by any actual processing by the drycleaner. Because it is a loss of the resin, redyeing had little effect in overcoming the damage.

Shrinkage of Drapes

Shrinkage of these drapes took place in cleaning and we would like your opinion of the probable cause.—*C.I., New York*

We have examined these drapes quite closely and can find no evidence of any mishandling that might have caused shrinkage. In fact, we are of the opinion that it would be very difficult to alter the measurements of this drapery fabric because it is made of acetate fiber. It would appear to us that such a fabric could be made to shrink only if it were not properly preshrunk but was in a stretched condition. Then, of course, once it was drycleaned these fibers might relax to their normal dimensions. Shrinkage of that kind can hardly be blamed on the drycleaner.

There is some possibility that instead of the pink drapery fabric being shrunk, the cotton lining might be stretched. This will occur quite often, particularly where this cotton lining material has been sized to give it body. Once this sizing has been disturbed, a distortion in length will sometimes take place merely from the weight of the drapery itself.

We can see nothing that would indicate any processing other than standard procedures has been carried out on these drapes. If shrinkage has occurred we do not believe the drycleaner should be held responsible.

Perspiration on Weighted Silk

Could you tell us what caused the damage to this light blue evening gown?—*G.E.H., Puerto Rico*

Tests show that this garment is made of weighted silk. When an acid condition as from perspiration develops in a garment made of weighted silk this acid reacts with the metal weighting (usually tin salts). The amount of such a weighting is generally quite high and, therefore, when it has been destroyed there is very little strength in the remaining silk yarns. As a result the fabric breaks in the manner typified by this garment.

This problem was a very common one years ago when weighted silk was more common but it has been rather rare in recent years. If such fabric is again being produced this type of damage will be commonplace.

As the damage is due entirely to a condition brought about by wear the drycleaning process is not to blame.

Spots on Child's Coat

What was the cause of the spot on this child's suit coat?—*M.C.L., Connecticut*

We have examined the stains on this garment under ultraviolet light and are of the opinion that they are of a type containing silver nitrate.

Many medicinal solutions such as Argyrol contain silver nitrate, as well as photographic developing solutions. When silver nitrate contacts animal fiber such as wool it becomes very difficult to remove.

The standard procedure involves the use of sodium thiosulfate (hypo) crystals and iodine (drugstore tincture). The iodine is first placed on the silver nitrate stain. Then apply the hypo crystals or solution on the iodine stain. Follow this with the application of ammonia. The iodine reacts with the silver nitrate and then both are removed by the neutralizing effect of the sodium nitrate.

Wax Spots on Print Dress

The customer claims when she sent us this print dress there were no spots of any kind on it. Can you give us your opinion of the spots at the hemline, which we were unable to remove?—*E.C., Ohio*

The stains on this garment were in the nature of a wax. Waxes generally are not very soluble. The best way to attempt to remove them is to use a quick-acting dry solvent, such as a volatile-type paint remover, that has been heated to a fairly warm temperature. In some cases heated drycleaning solvents work satisfactorily.

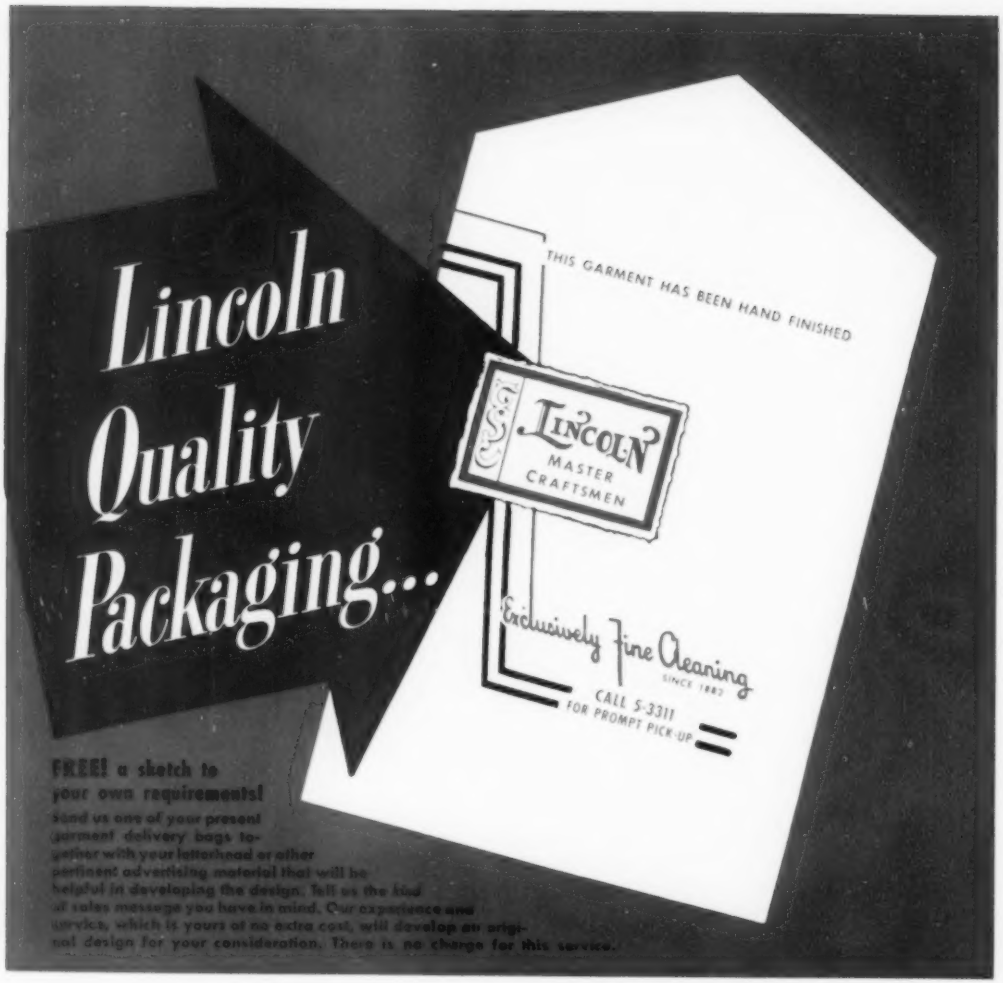
On this garment we used a volatile-type paint remover together with the steam gun for the purpose of applying the solvent quite warm. The action of the heat from the steam in melting the wax, plus the solvent action of the paint remover in carrying it away, was sufficient to remove the stains.

When this method is used care must be exercised to prevent a loss of color, which is sometimes caused by the use of hot solvent. The dyestuff in this garment proved fast enough to make removal of the stains possible.

how

to sell additional cleaning services

(SEE INSIDE)



. . . sells extra services and builds good will!

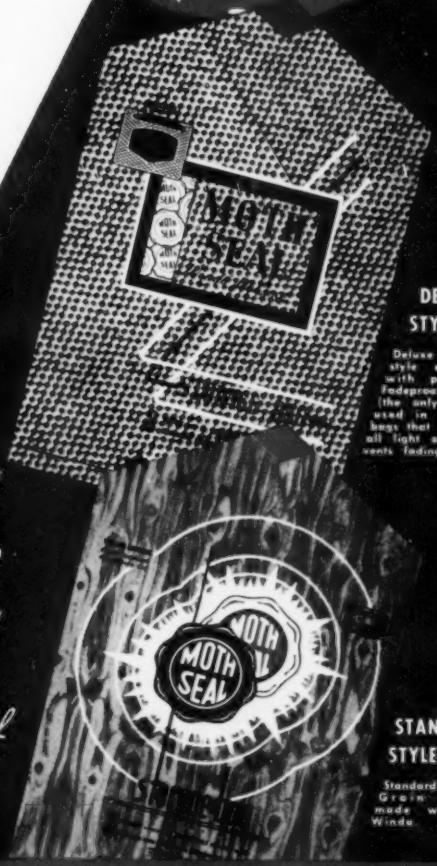
Lincoln garment delivery bags help you sell extra services, such as: cleaning, pressing, mothproofing, storage, etc. Your *personalized* advertising message in a Lincoln design will be attractive and will produce more business for you!

Get samples from your jobber or from us!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

the garment storage bag that's proof of top quality cleaning service!

MOTH SEAL



DE LUXE STYLE

Deluxe Winds style equipped with patented Fadeproof Winds (the only Winds used in storage bags that excludes all light and prevents fading).

STANDARD STYLE

Standard Cedar Grain style made without Winds.

Moths can't read calendars—mothproofing is an all year business!

Any season is open season for moths! Keep telling your customers how important it is to get their garments and woolens to you for cleaning, demothing and safe protection against moth damage, soil and fading. If they want their garments and woolens back to them at once, you can return them sealed in Moth Seal storage bags; if they want you to store them in your vault, then you can make delivery in Lincoln's garment delivery bags...thus assuring your customers that your service gives them *complete protection* from start to finish. Moth Seal service is a year 'round service!

President

Both styles furnished in extra width in 42, 54 and 60 inch lengths for garments, and in a special 20½ x 30 x 4½ size—for blankets, pillows, draperies, etc.

Lincoln Bag Company, Inc.

Para-Lux Products Company

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A Speech for

DRYCLEANERS

In whole or in part, it can be used before any group of laymen

by GENE BENNETT

Part I—How It Started

The world didn't stand up and shout when drycleaning was discovered some 100 years ago. Yet, today, drycleaning is big business—on a hometown scale. In the United States last year the industry did one and a half billion dollars worth of drycleaning and employed about 300,000 men and women. It is the third largest service industry in the country.

The known origin of drycleaning is vague, but colorful. There are several versions regarding the birth of our industry. I have two favorites.

One tells of a young fellow who was visiting his girl friend. As some young men have a habit of doing, he leaned over to blow out the light—a kerosene lamp. Being nervous, as young men will be at such times, he knocked over the lamp and some of the kerosene spilled on a soiled tablecloth. Next morning, when the cloth was dry, the stains had disappeared.

There is also the story about the Frenchman who fell into a vat of turpentine. After much scurrying and shouting, he was finally fished out. The man's work clothes, soiled with all kinds of stains, were hung up overnight to dry. The next day when the man went to get the garments, the spots were gone—the drycleaning industry was born.

This, by the way, is not why some cleaners refer to themselves as "French Cleaners." There is another reason. The name was first used in Europe because France, where the first drycleaning plant was started, was the fashion center of the world. These cleaners therefore wanted to tie in drycleaning with a name suggesting fashion experts.

It is interesting that today there are many drycleaners in Europe who call themselves "American Cleaners" because they specialize in quick service.

Cleaning clothes might be called one of the first arts of mankind—in a rough sort of way. Even wool and silk were washed. During the early years of this country people learned to use camphene, which is refined

As regularly as the clock, or rather the calendar, some subscriber to this magazine writes asking for material he can put into a speech to be made before Rotary, or his church group, or a home economics class. Not being ghost writers ourselves, we have bundled up what background material we could find and sent it on to our readers, suggesting, too, that they get a copy of the "ABC's of Drycleaning" from the National Institute of Cleaning and Dyeing.

But they haven't been happy. They wanted a speech. So now, by golly, we've written them a speech.

We do know enough about speeches to know that nobody is going to be happy with this one just as it is. But it's a free country, and you can change it to fit your needs or opinions. If it doesn't do anything else, it provides something to start from in preparing your own talk.

In its entirety the talk is supposed to take 35 to 40 minutes. However, it has been broken up into nine sections, each complete in itself. Depending on your needs, therefore, you can omit sections as you see fit, and reduce the speech to as little as 10 minutes without having to make any radical changes in the text. Also, you can rearrange the order of almost any of the sections without major surgery.

Remember, if you read a speech, you should read it slowly. To you, yourself, it has to seem fantastically slow, for the audience is trying to absorb ideas foreign to them, and the ear is 10 times slower than the eye in conveying ideas to the brain.

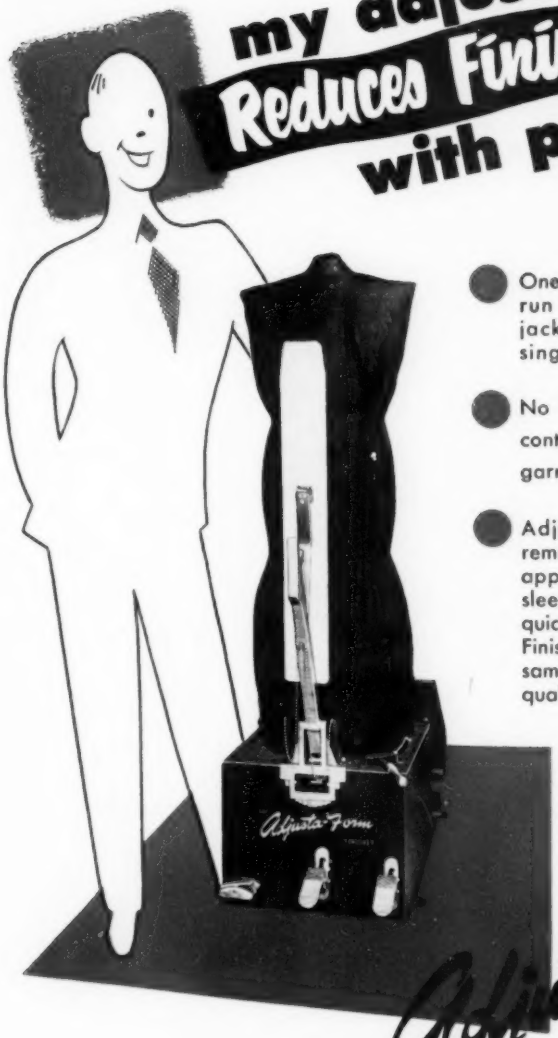
Watch the punctuation carefully. Pause slightly at the commas, and at the end of each sentence. Take a long deep breath at the end of each paragraph. Look at the audience at every opportunity. Between sections look at the folks while you count 25 slowly.

If you are going to read your speech, have it typed triple space on a typewriter with pica type, which is larger than elite type. Put it on yellow copy paper, which doesn't glare back at you like white paper if the lights aren't just right.

Much better than reading a speech aloud to a restive audience, however, is to talk it to them in your normal manner. Pick out the sections of this speech that you want to use. Read them 10 times, not all at once, but twice each time on five different occasions. Then type on a set of 3-by-5 index cards the important points you must remember, using one or two cards to each section. Then leave the speech home and tell the folks the facts in your own language. The cards will be there to jog your memory if you need them, but you'll be surprised at how seldom you'll have to refer to them.

Happy landing!—W.R.P.

my adjusta-form Reduces Finishing Costs with production



- One operator handles a mixed run of suit coats, dresses, short jackets and overcoats on this single machine.
- No delay in changing forms. All controls are accessible after the garment is placed on the form.
- Adjusta-Form restores shape, removes wrinkles, gives a soft, new appearance and finishes rolled sleeves. New or old employees quickly become skilled operators. Finishing is simplified, while at the same time greater production and quality is attained.

Adjusta-Form

Meet those rising costs in the dry cleaning industry with more production and more profits. It's the Adjusta-Form for production.

See your jobber for a convincing demonstration.

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turpentine. In those good old days, a garment usually was taken completely apart, cleaned in sections, and then sewed together again. Cleaning a suit in this manner today would cost a customer half the price of a new garment.

Did you think automobile manufacturers made gasoline what it is today? Actually, the credit should go to the drycleaning industry. They took gasoline out of the waste can and made it useful. Gasoline, as a by-product in the manufacture of kerosene, had no practical use until some alert drycleaners began using it, in preference to turpentine and kerosene, as a drycleaning solvent. The price, by the way, was four cents a gallon. But the use of water and soap persisted even up to the first World War because many a journeyman had mastered the art of washing silks and wool.

Gradually, however, as journeymen dyers and cleaners grew more familiar with the handling of dry solvents, especially those made from petroleum, the drycleaning industry as we know it developed.

The industry was given another great shove forward in the late nineteen-twenties and early thirties with the development of much safer petroleum solvents, as well as the chlorinated solvents which actually put out fires.

The drycleaning business is another case of the tail wagging the dog. Actually, drycleaning was an outgrowth of the dyeing industry. People at one time were more concerned with dyeing clothes than cleaning them. But, with the advent of gasoline as a solvent, interest in cleaning moved forward rapidly. Today, dyeing represents a smaller part of the entire industry. It is interesting to note that when the National Association of Dyers and Cleaners was formed in 1907 a man could not become a member unless he was a dyer by trade. Today 99 percent of the drycleaners do no dyeing themselves, but send such work out to specialists.

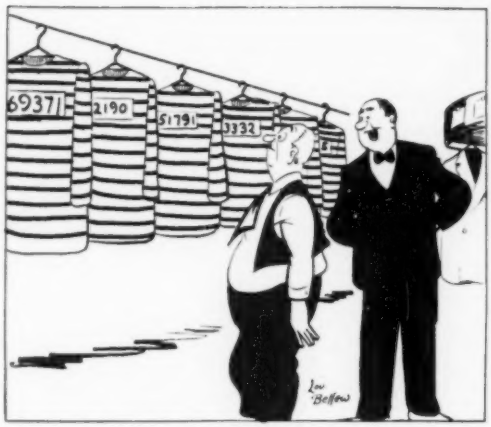
Part II—Some Facts About Us

Since the 1920's the drycleaning industry has spread rapidly throughout the nation. It would be difficult today to name a community in the United States which doesn't have at least one drycleaning plant. To me that is the best proof of the public's acceptance of the industry, just as its activities during World War II were an indication of its vital position in our country's life.

It was in 1919 that the Federal government first recognized the drycleaning industry. It released through the Bureau of the Census the first authentic figures on the industry. Drycleaning sales were said to total 55 million dollars. By 1928 industry volume was estimated at 450 million dollars, an increase of roughly 800 percent. As of 1946, at the end of World War II the American public was spending one billion dollars a year to have its garments and household items drycleaned. Today volume is estimated at one and a half billion dollars, about 30 times that of the 1919 volume of business, and 50 percent more than it was after the end of the last official war.

Naturally, as the volume grew, it was necessary to expand plants, open new ones and employ more and more people. In 1933 the total capital investment in drycleaning plants was 250 million dollars. Today it is about 850 million dollars.

Well over half of every dollar you spend for drycleaning is paid for labor—to the cleaner, the spotter, the presser, the seamstress—inspector, store girl, driver, bookkeeper—and the janitor. Also the marker and assembler. Sometimes a full quarter of our labor cost in-



"The only orders we don't get mixed up."

volves making sure a garment gets back to the proper customer.

Some time when you want to work on a puzzle, you figure out a cheap way of identifying a garment that will survive a process expected to remove dirt of all kinds, and yet not harm the garments.

Meanwhile, we still need a lot of people and gadgets to make sure you get back the right clothes.

Not only is the drycleaning industry an employer of labor, it is a big buyer of supplies as well, making it an important part of the country's economic life. The industry spends roughly 300 million dollars a year for machinery and supplies. This includes money spent for not only machinery, trucks and supplies, but also services such as advertising, accounting and engineering.

Behind the drycleaning industry are the allied trades, as we call them. These are the manufacturers, the producers of machinery and supplies.

As I said earlier, the industry is big business—on a hometown scale. Today there are about 30,000 drycleaning plants in operation. The average plant employs 12 men and women and does an estimated $1,000 a week business. There are some plants that hire as many as 500 people and do over a million dollars a year worth of business. And there are plants with a labor force consisting of a man and his wife, doing maybe $100 business a week.

Part III—NICD Is Your Benefactor

The growth of the drycleaning industry has not been automatic or accidental. There have been several contributing factors. One was the birth and growth of the National Institute of Cleaning and Dyeing, commonly referred to in the industry as the NICD.

Before the Institute was organized, men who developed new cleaning methods guarded their discoveries jealously. This, as you can see, was wasteful and crude, and certainly did not speed the growth of the industry. There was no central source of technical information. Each cleaner had to learn himself—the hard way. As usual, it was the consumer, the public, who suffered. Work standards varied widely, from city to city, and also from plant to plant within a city.

(Continued on page 84)

Pantex Perk®

Nothing Finer... Anywhere

The Pantex Perk Synthetic Drycleaning Machine

The destiny of many a man may often lie in his desire to *do a better job* and *give a better service* to his customers. In designing this machine, Pantex surveyed the entire industry and then built into it the 15 *most important features!* No other machine can give you *all* the profit-building feaures that Pantex does. No other machine can give you Pantex cleaning and satisfaction — because Pantex has never been satisfied with anything but the *best* — when it comes to performance.

To have independence, to have finer, faster cleaning and to know real satisfaction, ask *your* Pantex Distributor about the preferred 15 features that make Pantex the best buy in synthetic drycleaning machines. . . .

PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND

WARNING!

Don't Accept Substitutes
There's Only ONE
TWIST-EMS Hanger Tie

T. M. Reg.

The Original

Clean Clothes Last Longer... Clean Clothes Last Longer... Clean Clothes Last Longer

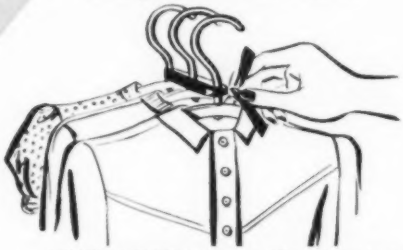
Now Identified to Protect YOU— The Hanger Tie with This Sales Message Printed Right on the Tape

Laminated with Colorless Stainproof Glue—Attractively Packed in Convenient Units

Just a glance at the distinctive colored TWIST-EMS Hanger Tie group orders identifies complete customer order for driver. No more "partial" deliveries or costly time consuming mix-ups on customer group orders.

TWIST-EMS Hanger Ties save time and are easier to use than cord or other methods of tying, and their attractive and colorful appearance will please your customers, too!

With a Twist-of-the-Wrist TWIST-EMS Hanger Ties Make a Secure Unit of Multiple Customer Orders



TWIST-EMS Hanger Ties Eliminate "Partial-Order" Deliveries and Driver "Mix-ups"

Ask your supplier about the time and money saving TWIST-EMS Hanger Tie or write for Free Samples and new Low Prices. Be sure to include NAME and ADDRESS of your Supply House.

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RESULTS WITH CHARGIT ARE *AMAZING!*

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- GREATLY REDUCES SPOTTING AND WET CLEANING
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(Continued from page 80)

In 1907 a group of farseeing pioneers formed an association. Its purpose was to gather and distribute business and technical information for the benefit of all. Twenty-five plantowners attended this first meeting. Today there are over 7,500 members. As the NICD grew, national headquarters were established at Silver Spring, Maryland, which is just outside of Washington, D. C. Meanwhile, its function evolved into three primary objectives: research; education and training; and service.

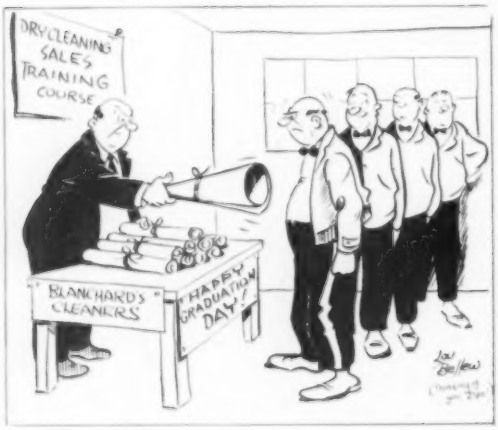
Whether you realize it or not, each of you in this room has a vital interest in the NICD. Every new method learned or explored at the Institute is employed by your drycleaner to improve his work for you. This may mean a better-looking garment, or quicker service, or, in these days, a chance to keep costs down.

To continue its program, the NICD annually spends several hundred thousand dollars and employs nearly 200 men and women, many of them chemists, engineers, management consultants and technicians, as well as skilled workmen such as spotters and finishers.

Facilities to do the work include a great deal of machinery of many kinds, and a lot of research equipment. These are housed in three large buildings in the Washington suburb.

Through a planned research program, big problems facing the industry are always being studied. Research has been done not only on immediate problems but for long-range problems also.

The results may not always be noticeable to you



as a customer, but in the long run you will benefit. Some of the NICD's more recent research projects have involved new detergents, tannin stains, mothproofing, water repellents, and the cleaning of many new fabrics like Orlon, Dacron and fiberglas.

There are several operations in the industry which require considerable training. To add to the supply of skilled help, the NICD maintains a training school. From every state in the country, from foreign nations as well, as many as 600 students have attended the school each year to receive a highly concentrated 12-week technical course. The school also has special courses in plant management, in rug cleaning, fur cleaning and repairing, and garment finishing.

As a result of this school, many plantowners and their employees return to the industry to spread the progressive ideas they have learned. They not only *improve the work where they are employed*, but, just as important, set higher standards for all drycleaners to work toward.

The NICD service department is another valuable contribution to the industry—and to you. It has several sections, among them garment analysis, field service, plant engineering, and consumer education.

Garment analysis probably is closest to the consumer in direct effect. When a garment has been damaged during wear or cleaning, or when it presents what appears to be an insurmountable problem, it can be sent to the NICD for analysis. The report returned by the NICD will indicate whether the cleaner, or the fabric, is at fault.

This service, by the way, is used by many department stores, by Better Business Bureaus, and even by municipal claims courts. The NICD's analysis department is very highly regarded for its honesty and fairness. For this reason an average of 1,000 garments are received each month from all sources for analysis and possible repair.

Highly trained technicians, as members of the field service, tour the country helping cleaners solve problems and showing them new techniques developed at the Institute. The engineering service offers members aid in planning new buildings, or renovating old ones, setting up equipment, improving production, putting in wage incentive plans, and so forth.

The Institute also maintains a consumer-education service, as a means of keeping the public informed about events in our industry. This department has available a great many leaflets on drycleaning processes, new fabrics, old problems like shrinkage and poor dyes, and so forth, all in terms the layman can understand.

While on the subject of associations, I should point out that there are a number of state associations that are also very active in the cleaners' behalf. Some of these support their own research laboratories in conjunction with state colleges as, for instance, in Pennsylvania, Ohio and North Carolina.

Part IV—Drycleaning at Home

Some of you probably read, or heard of, an article in the August 1952 *Reader's Digest*. It was called "Be Your Own Dry Cleaner," by C. Lester Walker. Like many "how to" articles, this piece tried to set forth simple steps for drycleaning garments at home.

It implied that you, too, could do your own drycleaning at home with just a few bottles of chemicals—an extra bottle of patience. Well, I won't discuss the article in detail. But here is what happened to me soon after the article appeared. People asked me what *I* thought. Was drycleaning *that* simple? Some of them, I guess, expected me to feel guilty for taking their money without working for it.

My first impulse was to denounce the article, criticize it as an unfair attempt to damn the drycleaning industry. On second thought, I suggested that these people carefully re-read that article, just as though they actually intended to follow the steps outlined. Then they were to come back and tell me what *they* thought.

A few were curious enough to do so. Shortly afterward they came back and said, "We had enough." That article actually convinced them that drycleaning is not so simple.

I don't mean to say it is a mysterious process known

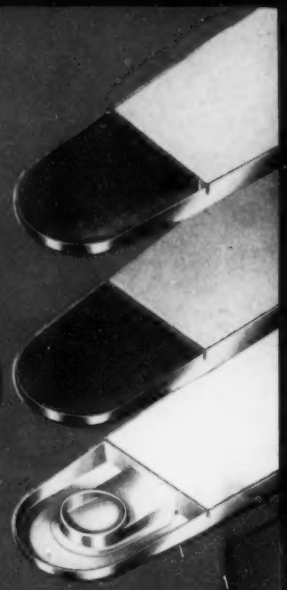
(Continued on page 88)

CONCENTRATED VACUUM

does it!

and you get it ONLY with

THE CISSELL VACUUM SPOTTING BOARD



Note large working area on nose of board with concentrated vacuum in center. All-over plate perforation plus powerful vacuum prohibits [illegible] from "bouncing back".

Above: Nose of board with plate and screen covering. *Middle:* With screen removed to show all-over plate perforation. *Below:* With screen and plate removed to show concentrated vacuum feature.

Go to the "wet side" for amazing results! Cissell Patented Concentrated Vacuum permits use of wet steam . . . keeps wetted areas from spreading. Cuts wet-cleaning and rewashing to a minimum . . . solves, once and for all, the time-wasting spotting bugaboo as it eliminates feathering, sizing rings, discoloration. "blow off" with dry steam, drying in tumbler, relaspecting. No lost motion. Large areas of perspiration are spotted and dried with ease. Wetted areas are kept under control. Cissell provides independent foot-pedal control for vacuum, necessary for dry spotting. In "dry" spotting, the Cissell Concentrated Vacuum provides rapid drying . . . removing solutions such as carbon tetrachloride and loosened soil without a "dry" ring. When solvents, soaps, bleaches are necessary, you'll find the white Vitrolite top unscuffed . . . its white surface enables spots to be seen with ease.

EVERY FEATURE FOR THOROUGH SPOTTING

POWERFUL VACUUM on both nose of board and swinging sleeve board. Left pedal releases: 1. A feather of dry steam. 2. Dry steam. 3. Moist steam. 4. Wet steam. Plenty of heated compressed air for quick drying. Both boards have stainless-steel frames and white Vitrolite tops. Vacuum areas are perforated, stainless steel with fine nickel screen covering. Air-cooled, cork-handle spotting gun has removable tip. Screen assembly, Vitrolite top and chemical tray easily removed for cleaning. Automatic check valve releases all chemicals and water from a "built-in" vacuum separating chamber to a large drain receptacle. *Harmful chemicals are not carried into vacuum system.* Large chemical tray; handy stainless steel spatula, brush holder and two large pans provided for the ultimate in convenience. Available for central air vacuum or with built-in steam vacuum. *$310, F. O. B. Louisville, Ky.*

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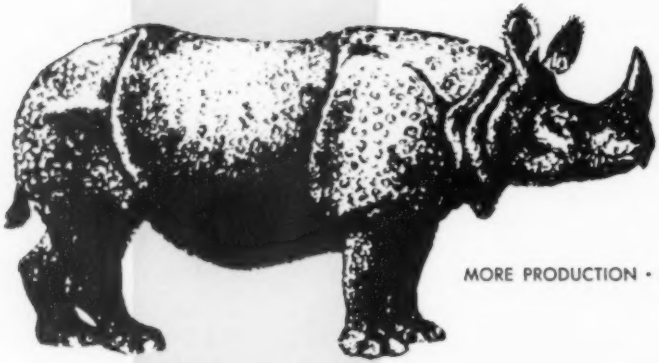
Concentrated Vacuum Does It!

ON REMOVING SPOTS—Place garment in position over wetted area on first spot in directly over 3-inch vacuum ring. 1. With one foot, press both vacuum pedal and steam pedal ALL THE WAY DOWN. Vacuum holds garment in position. 2. Place gun in position, approximately two inches above materials. 3. Now, with gun in rotary motion (heavy arrows) spray wet steam downward, straight through spotted area. AIMS WET STEAM UNDER PRESSURE DISSOLVES WATER-SOLUBLE SPOTS INSTANTLY. CONCENTRATED VACUUM KEEPS WETTED AREA FROM SPREADING as it draws wet steam through garment. (light arrows).

Concentrated Vacuum Does It!

ON DRYING—1. With one foot, press both vacuum pedal and air pedal ALL THE WAY DOWN and clear moisture from gun before starting drying. 2. Hold gun only the width of gun nozzle above garment. 3. Now, move gun in a zig-zag motion, swinging it rapidly back and forth across wetted area for drying (heavy arrows). Actually, unseen moisture is blown out with compressed air, and wetted area is dried rapidly at room temperature with aid of strong suction from concentrated vacuum.



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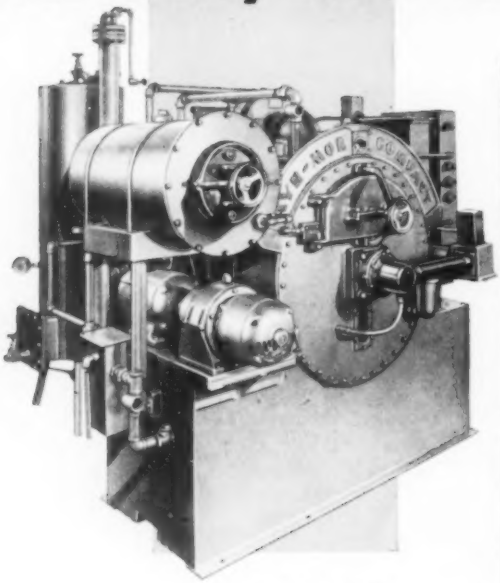

BUILT TO DO THE JOB —

"Battleship" construction, precision workmanship and 60 years' engineering experience results in a machine that requires an absolute minimum of attention. Ayr-Mor units in service over 14 years are still "going strong".

THE NEW AYR-MOR COMPACT

MORE ECONOMICAL — Ayr-Mor's Greater Capacity—and automatic operation—cut your operating costs. The new Ayr-Mor Compact handles more clothes in less time with less labor. Also, Ayr-Mor reclaims more—gets back a higher percentage of solvent. Ayr-Mor's sturdy construction means additional savings in maintenance cost and machinery depreciation.

MORE AUTOMATIC — Easier Operation — cuts labor costs; requires only 5 minutes attention per hour!

MORE EFFICIENT — Handles up to 45 pounds of clothes in only 25 minutes; one single operation.

MORE PROFITABLE — Enables you to handle greater volume of cleaning at lower operating cost and thus make more money.

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● EATON'S Spotting Manual, consisting of 64 pages, is the result of over one hundred years of laboratory research and practical plant experience.

● EATON'S Spotting Assortment is a selection of the EATON Products, in standard containers, that are the chief actors throughout this Manual. A set of six Lithographed Spotting Bottles, designed to facilitate the use of these superior EATON Products, is also included in the Spotting Assortment.

One EATON'S Spotting Manual will be included with each EATON'S Spotting Assortment. ***ORDER FROM YOUR DISTRIBUTOR NOW!***

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(Continued from page 84)

only to a select few. But drycleaning isn't just a matter of having a machine to clean, a machine to press or iron, and a couple of people to carry the garments. Drycleaning is complicated—it must deal with many kinds of fabric, a lot of different dyes, sizings, trimmings, and stains. It is an industry backed by years of steady development based on scientific research and plenty of personal experimenting on the part of individual drycleaners.

However, the article in *Reader's Digest* is a reflection of the interest in home drycleaning. There is a certain percentage of people, who, for various reasons, prefer to do—or I should say, attempt to do—their own drycleaning at home. This has been recognized by the NICD which, as a public service, has published instructions in an effort to minimize the dangers involved in home drycleaning.

Strangely, one of the more popular solvents for home use still is gasoline. But this is what the National Fire Protection Association has to say, and I quote:

"A spark as tiny as that made by rubbing a cat's back is all that is needed to set off the vapor from gasoline used as a cleaner. Gasoline and similar cleaners evaporate readily and the fumes find their ways to open flames or fires, explode and cause frequent deaths and serious injury." Unquote.

Before attempting to use any drycleaning solvents in the home I suggest you consult someone who knows solvents and how they should be used. Many are almost as inflammable as gasoline. Others, even though they won't burn, are so toxic that the fumes from a cupful can kill you, as *Reader's Digest* so aptly points out in its article that I just referred to.

Part V—Machinery Does It Better and Faster

The main incentive in taking drycleaning out of the home and into a plant has been the development of cleaning equipment and supplies. The manufacturers of drycleaning equipment have contributed a great deal to the industry's growth. One company after another, year in and year out, brings forward something new, only to be improved upon the following year.

I've already mentioned solvents. You realize how basic they are to the industry. As much as 100 gallons of solvent may be put through a garment in cleaning. Solvents are also rather expensive. To cut his costs, yet maintain good work, the cleaner looks for methods of purifying and re-using the solvents.

"Boo!"

The oldest method of clearing up solvent was rather simple, if not the best. Used solvent was put into a barrel overnight. The dirt settled to the bottom and the clean solvent was siphoned off for use the following day. In later years either caustic soda or sulphuric acid was added to hasten and make more complete the settling dirt. Then a method was devised whereby solvent was bubbled up through the caustic soda. Sometimes the caustic came over with the solvent, to the detriment of the clothes. But those days are gone forever, thank goodness!

Finally, after continuous searching, two distinct methods were combined for what is considered the ideal method of solvent recovery. These methods involved pressure filtration and distillation. In the first method, solvent is forced through plates or bags coated with a powder, which screens out the soil. Then, in distillation, solvent is vaporized at a low heat, then condensed back to a liquid by passing through a cooler. This removes the liquid soils that are not removed in the filter.

In the early days of drycleaning, pressing was done entirely with hand irons. You can imagine how slow and tedious that was. In 1906 a drycleaner named Adon Hoffman invented a steam pressing machine. From that time on there has been steady improvement of finishing equipment. First came the electric iron, about 35 years ago, and then the steam iron.

The hot head press also appeared. Some of them with ironing surfaces of more than 40 square feet can do drapes in two or three lays. Special silk finishing units like irons upside down were put on the market.

Other units developed were the bag sleever and the steam-air finisher, which looks like a tailor's dummy and bears the nickname of Suzy-Q.

In 1926 the average number of men's suits pressed by one operator in one hour ranged from four to seven. A skilled silk finisher using a steam iron turned out two to three dresses per hour. Today finishers turn out a dozen or more men's suits per hour. As for dresses, a silk finisher today produces as much work in one hour as the finisher in 1926 did in one day. With continued improvements many cleaners are today investing 10 times as much money for finishing equipment as they did in 1926.

Part VI—Drycleaners at War

Its role in World War II emphasized to this country the importance of your drycleaning industry. Demands on its service have never been greater, and I am honestly proud to say the industry responded eagerly and did its job well.

During the war more garments and household items passed through the doors of drycleaning plants than ever before. This was in the face of acute shortages of manpower, supplies and equipment.

It is interesting to remember that during World War I drycleaning was at first classified as nonessential. Industry leaders hurried to Washington to explain to government officials the drycleaning facts of life. These officials were more than impressed. Not only did they reclassify the industry, but they asked the industry to draw up a plan for cleaning the uniforms of the armed forces throughout the nation's military posts. That ex-

(Continued on page 92)

YOU CAN WIN!

SEE NEXT PAGE

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You can

RULES OF STREET'S INTERNATIONAL "Secret Formula" CONTEST

Entry requirements Entrant should first secure a FREE set of "INSTRUCTOR" spotting bottles from his Street's jobber's salesman. Each set contains a Simplified Spotting Chart, seven Street's formula bottles, three "SECRET FORMULA" bottles and an OFFICIAL ENTRY FORM.

1 • The Simplified Spotting Chart lists approximately 95% of all known stains, and for the removal of each stain makes specific recommendations for formulas of time-proven efficiency that are long past the experimental stage. The entrant should hang the Chart in a prominent position near the spotting board, and use the formulas according to instructions.

2 • The seven Street's formula bottles should be filled with the recommended chemicals, and put into immediate use, along with a rust remover (*such as Erusticator*), and a digester (*such as R.S.R.*). Each "INSTRUCTOR" spotting bottle contains complete step-by-step instructions for use. If these instructions are followed conscientiously, the operator is certain to successfully remove the stains listed on the Simplified Spotting Chart with the greatest degree of speed and safety.

3 • The entrant who conscientiously meets requirements 1 and 2 (*above*) will be using the most practical approach to the removal of 95% of all stains he encounters.

Street's "SECRET FORMULA" contest is slanted toward the remaining 5% of the stains (*i.e.—the unusual stains* **not** *listed on the Simplified Spotting Chart*).

The entrant should use one of the "SECRET FORMULA" bottles for formulating and dispensing his "SECRET FORMULA." *Before entering his "SECRET FORMULA" in this contest, the entrant should make certain that it has been formulated expressly for use on a specific stain that is not listed on the Simplified Spotting Chart.*

4 • **Each contestant is limited to one entry only.** After selecting his most efficient and interesting "SECRET FORMULA," the entrant should list complete information regarding it on the OFFICIAL ENTRY FORM and mail it directly to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Illinois. NOTE:—*Do NOT send an actual sample of the "SECRET FORMULA."* Send **only** the OFFICIAL ENTRY FORM.

Eligibility All owners or employees of dry cleaning plants (or other textile maintenance businesses) in the United States, Alaska, Canada, Cuba, Hawaii and Mexico are eligible to enter.

Dates of contest The contest will open at 12:01 A.M., October 1, 1952, and will close at midnight, December 31, 1952. No entries postmarked after the closing date will be accepted.

252 cash prizes totalling $6,300.00 will be awarded

A separate set of prizes consisting of a first prize of $50.00, a second prize of $25.00, a third prize of $15.00 and a fourth prize of $10.00 will be awarded to winners from each of the following 63 contest areas:

United States

ALABAMA
ARIZONA
ARKANSAS
CALIFORNIA
COLORADO
CONNECTICUT
DELAWARE
DISTRICT OF COLUMBIA
FLORIDA
GEORGIA
IDAHO
ILLINOIS
INDIANA
IOWA
KANSAS
KENTUCKY
LOUISIANA
MAINE
MARYLAND
MASSACHUSETTS
MICHIGAN
MINNESOTA
MISSISSIPPI
MISSOURI
MONTANA
NEBRASKA
NEVADA
NEW HAMPSHIRE
NEW JERSEY
NEW MEXICO
NEW YORK
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TEXAS
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SASKATCHEWAN

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Cuba
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Mexico

IN STREET'S

10,000 Certificates of Proficiency and Merit Each of the first 10,000 entrants observing all four of the entry requirements listed above will receive an attractive CERTIFICATE OF PROFICIENCY AND MERIT, suitable for framing. The entrant's name will be inscribed on the CERTIFICATE, so it is important that each entrant PRINT his name legibly on the OFFICIAL ENTRY FORM.

Notification of winners Winners of cash prizes will be notified by mail on or about February 15, 1953. In addition, a complete list of cash prize winners will be published in the March, 1953 issues of one—or more—of the leading trade journals.

Each entrant who qualifies for a CERTIFICATE OF PROFICIENCY AND MERIT will receive a personalized CERTIFICATE within three weeks after receipt of his entry.

Judging of entries Entries will be judged on the basis of both efficiency and interest to the textile maintenance industries. A panel of leading trade paper editors (*names to be announced later*) will serve as judges.

Decision of the judges will be final. In the event of ties, duplicate prizes will be awarded.

All entries will become the property of R. R. Street & Co. Inc., and none will be returned, nor will Street's acknowledge any correspondence regarding any entry.

WIN ONE OF 252 CASH PRIZES TOTALING $6300.00

INTERNATIONAL "Secret Formula" CONTEST

You probably already have a "SECRET FORMULA" that you use when spotting one of the *"unusual"* stains you encounter.

Here's your chance to win a cash prize for it . . . PLUS a handsome CERTIFICATE OF PROFICIENCY AND MERIT.

HERE'S HOW to enter the contest

1. Read the contest rules on the opposite page.
2. Ask your Street's jobber's salesman for your FREE set of Street's new "INSTRUCTOR" bottles. You'll find your OFFICIAL ENTRY FORM packed inside.
3. List complete information about your "SECRET FORMULA" on the OFFICIAL ENTRY FORM, and mail it to R. R. Street & Co., Inc.

Your jobber's salesman will help you win a cash prize

- The only way to win a cash prize is to enter the contest.
- The only way to enter the contest is to fill in an OFFICIAL ENTRY FORM.
- The only way to get an OFFICIAL ENTRY FORM is to get a FREE set of Street's new "INSTRUCTOR" spotting bottles.
- The only way to get *your* FREE set of new "INSTRUCTOR" bottles is to:

Ask Your Jobber's Salesman

252 cash prizes totaling $6,300.00

Plenty of cash prizes in this contest, so you needn't worry about being left out in the cold.

You'll be competing only with spotters from your vicinity, for Street's is offering a *separate set of prizes* consisting of a first prize of $50.00, a second prize of $25.00, a third prize of $15.00, and a fourth prize of $10.00 *to contestants from each of the 63 contest areas listed on the opposite page.*

10,000 Certificates of Proficiency and Merit

If you're one of the first 10,000 qualified entrants in the contest, you'll receive one of these handsome CERTIFICATES OF PROFICIENCY AND MERIT.

Printed on heavy stock, your CERTIFICATE will be replete with an impressive gold seal, and a red material-like band on which our artists will hand-letter your name.

Be sure to frame your CERTIFICATE just as soon as you receive it, for it's been designed for permanent display. Then hang it in a prominent place . . . either near your spotting board . . . or in your plant's will-call office.

R. R. STREET & CO., INC., 561 W. Monroe St., Chicago 6, Ill.

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"Joe, how do the *other* guys get any *sleep* on 24-hour service?"

(*Continued from page 88*)

perience of 25 years before was remembered, and the government didn't hesitate in calling on the industry to serve in the second war.

A significant lesson was learned from the wartime role of our industry. The public learned that drycleaning is a necessity in peace or war. There are three aspects of this. One is health, another is the preservation of clothes, and the third is appearance.

You may recall that it was difficult to get clothes, or perhaps I should ask, how can you forget? There simply wasn't enough to go around, since the armed services were receiving the bulk of textile production.

As the clothing supply became threadbare it dawned on some people—and the number grew constantly—that by having garments cleaned frequently they could make them last longer. That makes drycleaning a necessity, not a luxury. The reason was obvious. Dust and other types of soils act as abrasives when picked up by fabrics. They rub against the material, actually cutting the fibers. Meanwhile, organic soils such as perspiration and foodstuffs attack fibers chemically, slowly but steadily weakening them as long as they are in contact with the cloth. That is why clothes should be cleaned immediately when soiled, instead of weeks or even months later!

This theory, if such an obvious fact can be called a theory, has been scientifically verified. Research, extended over a number of years, was done at the Department of Bacteriology and the Ellen H. Richards Institute at Pennsylvania State College. The health and cleanliness studies showed that drycleaning successfully removes all bacterial life from clothing, preventing fabric fermentation. In other words, drycleaning is a form of sterilizing clothing. This, I must point out, is not just confined to garments. It applies to any material that is drycleaned. It includes all household items, as well, from rugs to feather pillows.

Besides personal health, and longer life for clothes, the public, with a smaller choice of clothing, still wanted to look its best. And like the pretty lady who goes regularly to a beauty parlor to have her hair fixed, garments were sent to the drycleaners more frequently for fabric renewal. You—the public—realized that a newly cleaned suit or dress looks much nicer than one that has been worn, let's say a week, without being cleaned. Thus, during wartime, the public really went to the cleaners more than ever before in history.

The industry, faced with a crisis, devised better, more efficient methods of serving you, that are still profiting you today. This is reflected in the fact that the cost to you of drycleaning has risen much less than has the average cost of living, in spite of a very great increase in our labor costs over the past decade.

Part VII—We Clean Other Things Than Clothes

Let's conduct an experiment. I'm going to mention a word to you in a moment. As soon as I do, think of a word it suggests. The word is drycleaning.

(Pause.)

Probably most of you thought in terms of some kind of garment—a dress or a suit or a coat. That is natural, since most of the advertising done by cleaners involves the drycleaning of garments, which represent the bulk of our volume. Yet the industry does not confine itself to clothes. In fact, it would be difficult to explain in one talk all the items that the industry is prepared to dryclean.

Besides drycleaning the garments worn every day, the industry can clean your hats, gloves, purses, or leather jackets.

There is more truth than fiction in the statement that your drycleaner makes a spring housecleaning easier any time of the year.

There are the household items like rugs, carpets, slipcovers, curtains, and drapes that can be not only cleaned but mothproofed or fireproofed. And, believe it or not, lampshades and upholstered furniture can be cleaned.

And when you get tired of your color scheme, the industry will gladly have many items dyed for you.

Then there are the toys, the stuffed dolls your children play with. If the toys should happen to last a long time—which is sometimes hard to imagine—and they acquire a heavy coat of dirt, why, just bring them to your drycleaner.

Part VIII—Some Clothes Can't Be Cleaned

A few minutes ago I referred to the garment analysis department of the National Institute of Cleaning and Dyeing. It points up a major problem of the drycleaning industry—and it hits you, the consumer, where it shows up most—on your back, in the clothes you wear.

Some of you people may not realize that a few types of garments are not cleanable. If it seems silly that manufacturers would sell clothes that can't be cleaned, remember back to the torch sweaters—that couldn't be worn safely.

I'll give you another example. A few years ago a gabardine raincoat was marketed, a fine looking garment, with only one fault. It couldn't shed rain. After one shower, mind you, it shrank to embarrassing proportions. The rain sponged through the coat, soaking those innocent owners thoroughly.

Most textile manufacturers are properly concerned about their products, and make certain their fabrics are serviceable. But some don't bother to test their products and sell thousands of yards before there is any kickback. In other words, they turn out material that may be very stylish, but is not serviceable or practical for long wear.

To eliminate this source of trouble we've made every effort to cooperate with textile manufacturers. Through the NICD we offer them the services of our

More than 80,000 in use!

HUEBSCH TUMBLERS

can do a better drying job for you, too

All over America—one, two, three, four—or as many as a battery of 70—Huebsch Open-End Tumblers are serving leading launderers and dry cleaners. Why this amazing acceptance? Because Huebsch Tumblers deliver more satisfaction, more efficiency, more economy than any other make of tumbler on the market!

HUEBSCH TWIN-CYLINDER TUMBLER

Ideal for drying all types of small loads. Each cylinder has capacity of 15 pounds dry weight—just right for the average bachelor or diaper bundle. Doors have new-type, easy-closing handles and heat-resisting look-in glass windows. Built-in lint trap.

- *Faster Drying at Lower Cost.*
- *Easier and Faster to Load and Unload.*
- *Low Initial Cost, Low Power Consumption, Low Maintenance Cost.*
- *Available in both Laundry and Dry Cleaning Models.*

Ask your Huebsch representative for complete details—or write us direct.

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INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper • Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Spring-Type Filter

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research laboratories where we test fabrics for manufacturers without charge. And when a faulty fabric appears, the NICD patiently tracks down the manufacturer and attempts, usually satisfactorily, to persuade him to improve his product.

Maybe some of you people have been stuck with such a garment. If you want to avoid a headache of this sort in the future, I suggest one simple thing. And I won't be angry if you tell your best friend. In buying a suit or dress, or any other garment, ask the salesperson if the garment is cleanable. That simple question may save you a lot of grief, unless you happen to be a person who wears a garment once, then throws it away.

However, let's clear up another very common misunderstanding. Just what does cleanable mean? There's an old saying that oil and water don't mix. Drycleaning solvents are a kind of oil. But stains that are carried on clothes by moisture, such as perspiration, soft drinks, and even hard drinks, can only be removed by moisture.

The drycleaning industry has learned to mix oil and water for cleaning purposes. This mixture of oil or solvent and water will remove most stains that can be removed. But it can't repair the damage done by perspiration, soft drinks, fruit juices, and so forth, on a garment that won't stand moisture. For this reason a dress or sport shirt labeled "dryclean only" is silly if it can't take a little water, too. Otherwise you dare not perspire while wearing it, or get caught in a shower!

If a garment is cleanable, both *in* fabric and trimmings, and you take it to a reliable drycleaner, you have nothing to worry about. You can rest assured the garment will be returned fresh and neat.

Part IX—Plant Tour

What happens to a garment when it is drycleaned? Let me take you on a verbal tour through my plant. I might add here that all drycleaning plants are basically alike, yet different in many respects. We have pretty much the same types of equipment, but there are widely varying quality standards and efficiency, and thus there are many different grades of workmanship.

When you first enter my plant you'll be greeted by my smiling clerk. Even on Monday morning she's usually smiling. She takes your name and address, and lists the garments you give her, handing you a receipt.

"Remember what *you* told *me* when the transmission went out on that truck last week?"

If you tell her about any particular spots or stains—and I strongly advise you to do this—she'll make note of it to aid personnel in the plant.

The garment is then taken to the marking department. Here it is marked, so that it will be promptly returned to you. It is also carefully examined for unusual damage, rips or stains that even the owner may not have noticed. Then the marker or the cleaner sorts the garments, indicating whether each is woolen or silk or synthetic, and whether its color is white, light or dark.

From the marking department the garment goes to the cleaning room. Here it is placed in a drycleaning washer along with similar types of garments. The washer is partly filled with drycleaning solvent and soap, the proportions of which are scientifically determined. The gentle, rolling action of the machine, combined with the solvent and detergent, removes most stains and dissolves all oily and greasy soils.

The solvent is removed from the garment in an extractor that spins fast enough to throw the solvent out of the fabric. Finally, the garment is put into a tumbler or drying machine, which turns slowly while many cubic feet of warm air blow away the last traces of solvent.

Not all spots and stains can be removed in this solvent bath. Each plant must have at least one spotter.

With special equipment, the spotter has the job of approaching each spot as a separate problem, that can't be removed on a mass-production basis. He must have a wide knowledge of fabrics and dyes, because both the chemicals he uses and the stains he tackles may react differently on each combination of fabric and dye. This, by the way, is very good reason why home cleaning is dangerous for the fabric.

Sometimes a garment is too soiled for the drycleaning machine to produce a good job. When a garment has been bathed in perspiration, particularly, it has to be bathed in water to completely clean it. We call this wetcleaning to distinguish it from washing, which is a rather crude process by comparison. The garment *is* immersed in lukewarm water and soap, and then is hand-brushed on a specially built table.

How does wetcleaning differ from washing, you ask? We use soft water. We frequently have to wash on the acid side to keep colors fast. We use digesters to remove albuminous stains that solvent or water won't touch. And we dry garments quickly on special driers that restore the shape and size of the garment.

The clean garment goes next to the finishing department. We say finishing, instead of pressing, because many finishing processes include ironing or else smoothing over an air-filled fabric bag. Since a reliable cleaner always wants to preserve the original shape and texture of a garment, as well as to speed production, he uses many different types of finishing equipment. There are units designed for almost all types of garments, for different parts of the garments, and for various kinds of fabric, as well.

After the garment is finished, and any accessories that were removed at the beginning sewed on again, the inspector looks over the garment closely. If she notes faulty workmanship, the garment goes back for correction. If a garment is passed, a clerk draws a bag over it and hangs it on a rack, ready to be picked up, or to be delivered by a driver.

That is the cycle followed in drycleaning a garment. There are minor variations, but it is the basic procedure followed in all plants. It's the procedure that makes drycleaning an essential industry. # #

Keep IN With Your Customers By Getting..

SPOTS OUT!

Use RX ..FAST·SURE

NONE BETTER FOR REMOVING..

SHELLAC · TAR · PAINT GREASE · ROAD OIL · FINGER NAIL POLISH · LIPSTICK · AIRPLANE DOPE

Half-way spotting can lose customers fast. Half-way spotters bog down when the going gets tough. That's where you need RX, the spotter that has the champion qualities needed to get out difficult spots. A little RX goes a long way—it costs you less—does more. And anyone can use it—no special techniques to get superior results. Goes to work instantly and removes spots in a fraction of the time. Equally effective both in wetcleaning and drycleaning as well as on the spotting board. Perfectly safe on virtually any fabric. Keep IN with customers, use RX to get spots OUT. Many a drycleaner has built a world of repeat business by using this dependable, efficient spotter . . . speedy RX.

When You Want to Spot It... Use a Spotter That's Got It!

THERE'S A CALED PRODUCT FOR EVERY DRYCLEANING NEED!

CALED PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

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"O" what a SPOTTER!

- OIL
- GREASE
- INDELIBLE INK
- TAR
- SAFE ON ALL FABRICS

Fast! Safe! Versatile! Colors and fabrics spring back to life with "O" Spotter. This universal, all-purpose, pre-spotter contains no chemicals to foul or clog your dry cleaning system, and leaves no odor. Try it in gallons or drums on our money-back guarantee.

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ASSOCIATION NOTES

STUDENTS at first extension course in drycleaning given by University of Texas

First Extension Course Successful: The first of a series of projected drycleaning courses to be given by the Extension Division of the University of Texas, in cooperation with the Dry Cleaners Institute of Texas, was held in San Antonio in August. Scheduled for two weeks, the course was extended to a month, and drew a registration as high as 150 students in spite of weather averaging 100 degrees F. Students included five Air Force personnel who will shortly be sent to France as a drycleaning unit to serve the USAF.

The courses, open to operators and employees, were held at Sunshine Laundry, owned by Schreiner Harrison. Instructors were Bethel Fox and Chester Barr of the University. The San Antonio course was cosponsored by the Dry Cleaners Institute of Texas, the South Texas Cleaners and Dyers Association, the San Antonio Dry Cleaning Association and the San Antonio Laundry Association.

# #

Clinic Features Finishing: An open meeting of the Pennsylvania Association of Dyers and Cleaners, held August 17 in Scranton, presented a silk and wool finishing clinic and a discussion of personnel problems to plantowners, employees and allied tradesmen.

Benton Perry of the U. S. Hoffman Machinery Corp. presented a film to illustrate his talk on "New Angles in Silk and Wool Finishing." The Excelsior Machinery Company film on its one-operator silk finishing unit was also shown.

The problem of offsetting manpower shortages was taken up by staff members of the Pennslyvania State College, which offers a testing and counseling service to help plantowners in proper selection, placement and upgrading of personnel.

# #

Timely Consumer Folders: The July and August consumer folders in the series issued for members by the Dry Cleaners Institute (Ontario) were based on timely topics, with educational material on the back. The July issue stressed clean clothes for vacation, and gave a brief warning on such vacation hazards as suntan or leg lotions and grass stains. The August folder was devoted to "School Days Ahead," with a note on possible shrinkage of rib-weave fabrics.

# #

Connecticut Conference Announced: The Connecticut Launderers & Cleaners Association has announced a one-day Fall Business Conference, to be held November 22 at the Hotel Taft in New Haven.

# #

Picnic for Personnel: Cleaning plant employees and their families were guests of the Independent Association of Indiana Dry Cleaners at a picnic held August 17 at German Park in Indianapolis. A committee headed by Irving Crouch planned a program including games and music in addition to picnic fare. Vince Concannon is president of the organization.

N.I.C.D. NEWS

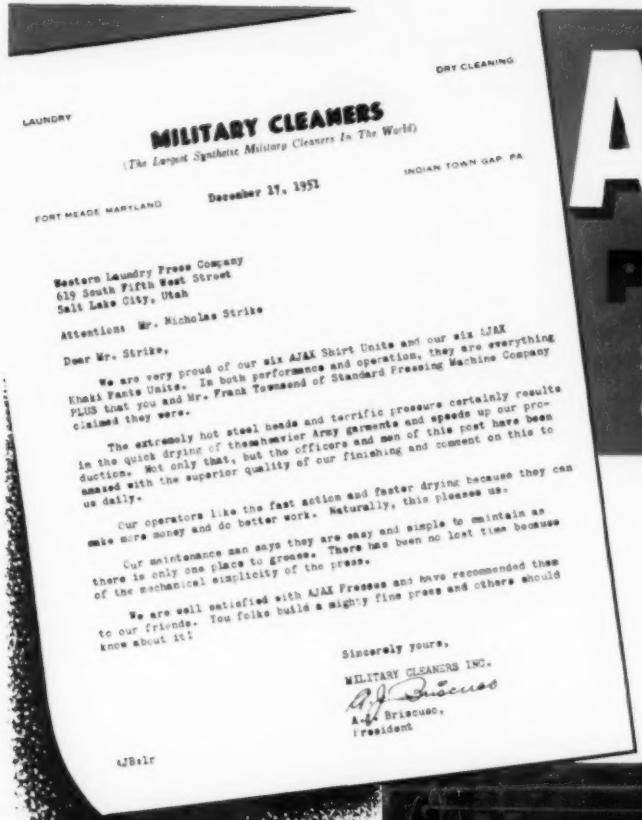
Two New Series of Bulletins: A new series of bulletins designed to help employees solve production problems has been inaugurated by NICD. The bulletins, to be issued monthly to members, will give practical solutions to common problems.

Practical Operating Tips Bulletin 1 discusses in detail methods of testing for fugitive colors in garments before wetcleaning. Later bulletins will cover cleaning underground tanks, still operation, wetcleaning fugitive prints and padding presses.

A second series of new bulletins will be called "Supervisory Techniques." This series will deal with management's human relations problems, and will also be published monthly. The first in the series, received by NICD members in September, was "Think Before You Act," giving actual case problems from the drycleaning industry.

# #

Latest Technical Bulletins: The trend toward the use of pure silk in men's suitings is discussed in NICD Bulletin T-287. It describes such difficulties as chafing



LAUNDRY

DRY CLEANING

MILITARY CLEANERS

(The Largest Synthetic Military Cleaners In The World)

FORT MEADE MARYLAND

INDIAN TOWN GAP PA

December 17, 1951

Western Laundry Press Company
619 South Fifth West Street
Salt Lake City, Utah

Attention: Mr. Nicholas Strike

Dear Mr. Strike,

We are very proud of our six AJAX Shirt Units and our six AJAX Khaki Pants Units. In both performance and operation, they are everything PLUS that you and Mr. Frank Townsend of Standard Pressing Machine Company claimed they were.

The extremely hot steel heads and terrific pressure certainly results in the quick drying of these heavier Army garments and speeds up our production. Not only that, but the officers and men of this post have been amazed with the superior quality of our finishing and comment on this to us daily.

Our operators like the fast action and faster drying because they can make more money and do better work. Naturally, this pleases us.

Our maintenance man says they are easy and simple to maintain as there is only one place to grease. There has been no lost time because of the mechanical simplicity of the press.

We are well satisfied with AJAX Presses and have recommended them to our friends. You folks build a mighty fine press and others should know about it!

Sincerely yours,

MILITARY CLEANERS INC.

A. J. Briscuso,
President

AJB:lr

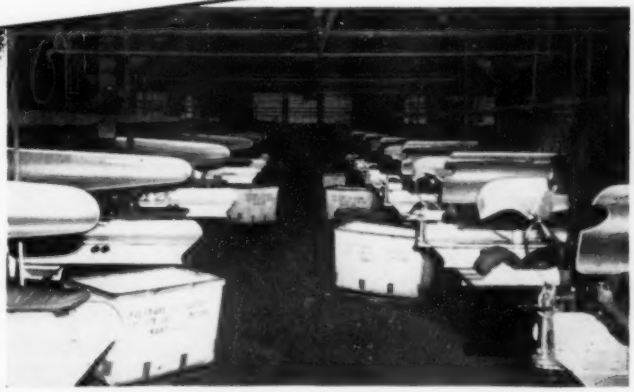
AJAX PRESSES

Speed Finishing of Army Uniforms

Heavy khakis are superbly finished in less time with more profit by Military Cleaners since installation of their new AJAX pants units and shirts units. So writes Mr. A. J. Briscuso, president of the world's largest synthetic military cleaners.

Even "Top-Kicks" Praise AJAX-finished Uniforms

Yes, sir! Army pants and shirts finished with AJAX equipment pass the most critical inspection. With new AJAX presses you can handle these heavy garments with ease, speed and profit.



ASSEMBLY-LINE PRODUCTION

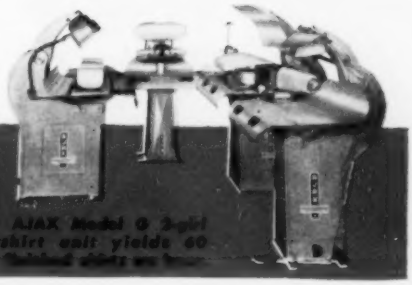
Interior view of Military Cleaners shows batteries of six AJAX pants units, left, and six AJAX shirt units, right.

AJAX

WESTERN LAUNDRY PRESS CO.

609 South 5th West — Salt Lake City 4, Utah

Manufacturers of AJAX Presses since 1929



The New AJAX Model G 2-girl deluxe shirt unit yields 60

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with apparent loss of color and in some cases a pilling-up on the surface, gives precautions for avoiding such troubles and methods for restoring chafed silk suits.

Bulletin T-288 gives the results of NICD's annual tests of water repellents sold to the drycleaning trade. The products tested were applied to previously drycleaned materials; tests this year also included application of the various products to fabrics previously drycleaned in a charged system.

The bulletin also gives the flash point of each product, the temperature at which it was applied, the concentration, and total nonvolatile matter in the treating solution. It gives results on 21 products applied in petroleum solvent, one in perchlorethylene, two applied as solvent sprays and 12 in water.

# #

News of Finishing Courses: The seventeenth NICD silk finishing course, given August 18-29, was attended by the following students:

Richard C. Baker, O'Kay Cleaners, Four Oaks, N. C.; Robert E. Belle, Modern Cleaners, Fort Bragg, N. C.; Mary E. Boze, City Cleaners, Fairfield, Ill.; Eileen G. Callan, Acme Cleaning Co., Kansas City, Mo.; Thelma C. Cole, Cole's Band Box Cleaners, Imlay City, Mich.; Cecile Latendre, Langley's Ltd., Toronto, Can.; Irene Mertz, Standard Laundry, Inc., Milwaukee; Cornelia Pugh, Utopia Cleaners & Dyers, Inc., Birmingham.

The next silk finishing class will begin on February 16, 1953. It will be followed immediately by a wool finishing class on March 2. Both classes will be limited to 10 students each.

Information about any of the courses on NICD's school program may be obtained by writing to The Registrar, Nataional Institute of Cleaning and Dyeing, Silver Spring, Md.

# #

Dr. Lyle Marches Through Georgia: A series of fabric clinics was conducted by Dr. Dorothy S. Lyle, NICD director of textile research and consumer education, in several Georgia cities the end of July and beginning of August. Clinics which were open to merchandisers as well as drycleaners were held in Atlanta, co-sponsored by the Laundry and Dry Cleaners Club of Greater Atlanta and the Better Business Bureau of Atlanta, and at Augusta, sponsored by the Savannah Cleaners Association in cooperation with the Georgia Launderers and Cleaners Association.

Local cleaners groups cooperated with the state association in sponsoring fabric clinics for plantowners and their employees at Atlanta, Albany and Augusta. At both types of meetings, Dr. Lyle presented NICD's fabric exhibit in connection with her discussion.

Addition Eases Remodeling

(Continued from page 69)

ple—mulberry walls, blue-green trim, oak furniture and counter. Ivory venetian blinds, ivory diffusers on the light fixtures, and ivory veneer on the bricks exposed on a short wall of the vault provide a lighter contrast.

A large picture window between the store and Mr. Herring's office gives seclusion or privacy of a sort, yet permits him to keep an eye on conditions. A city councilman, he is on terms of personal friendship with many customers and frequently fills in when traffic gets heavy at the counter.

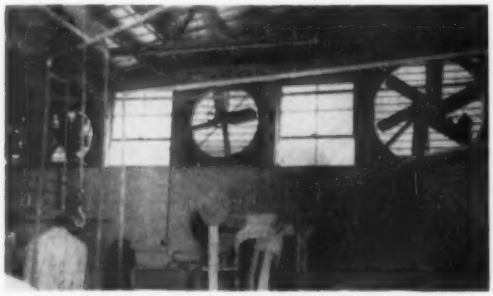
Fans and a Screen

Another objective had been to improve the air circulation in this Southern plant. Since the roof of the addition was one long slope down from the main building, at a gentle pitch, it was necessary to keep in motion the blanket of air that collects under the metal roof.

At the same time, the wedge-of-pie area at the back end was the only place the fans could be installed effectively. In order to keep all of the air moving slowly instead of creating drafts locally, fans were installed the length of the wall, except for a couple of windows and pillars to support the roof. As shown in the photograph this necessitated buying fans of four different sizes, but they get the job done.

The flow of air through these fans even draws through the store. In order not to block the air flow, a corrugated screen was erected behind the doorway from office to plant, eliminating any need for swinging doors.

Detail of the method of supporting the corrugated sheet in position is shown in the picture. The 2-by-4-inch top piece has a one-inch board nailed to its underside. This has been grooved to the corrugations of the screen, which fit snugly, securing the screen at the top. This was done by butting the board against the end of the screen, tracing the rolling line with a pencil, then sawing down the board with a scroll saw. # #



FANS ALL ACROSS WALL ensure airflow throughout building

TOP OF SCREEN behind door to office

meet

National's

new baby

The world's only method of invisible marking, National's FANTOM-FAST, has an offspring . . . The FANTOM-BANTAM Unit!

It's ideal for SHIRT IDENTIFICATION, and BACHELOR BUNDLES and for the SMALL LAUNDRY. The Fantom-Bantam Marking Machine is manually operated and contains 6 type wheels, each wheel containing the full alphabet and numerals 0 to 9, with characters practically twice as big as regular black ink marks. Every plant has its own individual symbol.

Fantom-Bantam fits right in with your present marking system without requiring Mark-Record files or special operator training.

Talk to your National representative. Let him show you how you can easily afford the advantages of National's new baby . . . the Fantom-Bantam. Write National today for new Fantom-Bantam Bulletin.

THE National MARKING MACHINE COMPANY

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NOTHING LIKE IT for all-around SPEED

OUT-PERFORMS NEWEST, OLD-STYLE SYNTHETIC UNITS! FULL 36" OPEN CYLINDER, 700 R.P.M. EXTRACTION AND OPEN-END CONVENIENCE FOR BETTER CLEANING IN SHORTER TIME AT SENSATIONAL LOW COST!

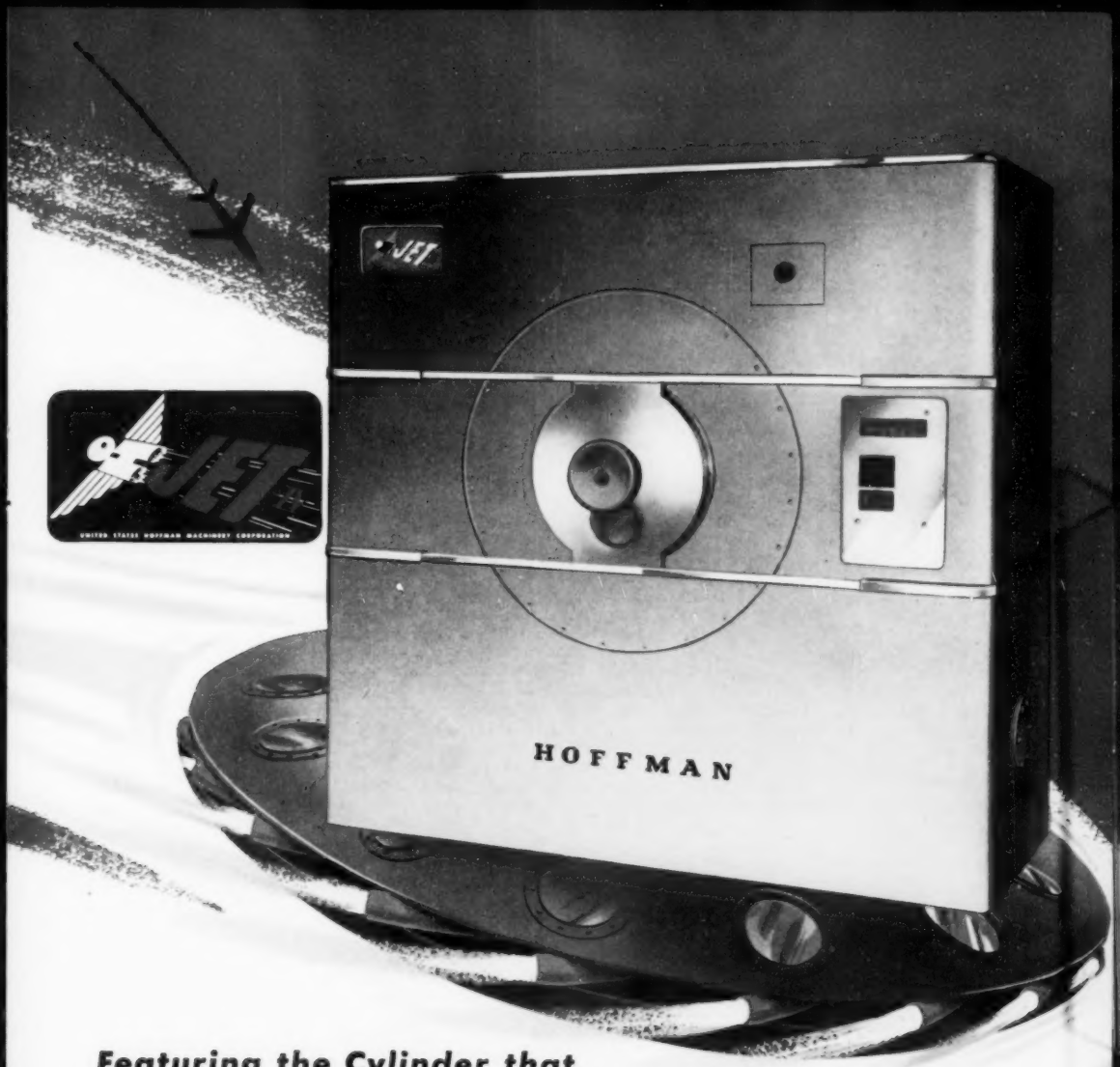
A "first" again, from Hoffman! Revolutionizes all your ideas about fast drycleaning service, with Jet-speed! And revolutionizes all your notions of synthetic solvent operating costs, with Jet-economy!

The Hoffman H-Jet IV is spacious. A full, 36" cylinder provides open-pocket washing action. In fewer revolutions, 30-pound loads of garments get full-drop cleansing. No partitions—no cramping—no proportioning of work. Just load in everything through an unobstructed 230-square inch door opening.

Then when automatic controls call for extraction, the H-Jet IV accelerates to an astonishing 700 revolutions per minute. Loads are balanced automatically by the H-Jet's exclusive self-balancing feature—are near-dry (for deodorizing) in far less time — you recover more of the solvent.

Drying and deodorizing, too, require less time. That's because so little solvent and moisture remain after extraction — and because H-Jet's new design circulates more air through the freer-falling work.

If you're interested in capturing new profitable volume with super-speed cleaning service, the H-Jet IV is your answer. All of the exciting facts are ready now — call your Hoffman representative today.



Featuring the Cylinder that
BALANCES ITSELF with JET ACTION

Anyone accustomed to slow-speed extraction of old-style cabinet units will watch in wonder as the H-Jet IV whirls loads dry at 700 R.P.M. Such speed was *never* before possible with 30-pound loads or without expensive, special foundations. Certainly not possible with garments loaded "as they come"—without dividing by weight!

The H-Jet IV goes into 700 R.P.M. extraction smoothly. As load weight becomes unbalanced, a patented "Jet-balancing" device injects solvent into the cylinder rib opposite the load. Entire action is split-second and mechanical, all during the extract cycle. Perfected after four years of Hoffman research.

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

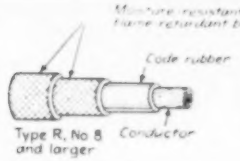
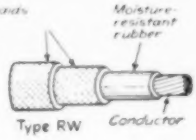


FIGURE 1



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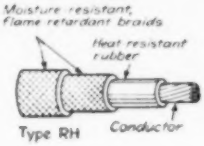


FIGURE 3

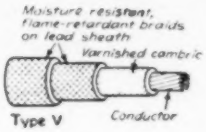


FIGURE 4

The ABC's of Electric Supply

Types of conductor insulation for wire and cable—their applications and limitations

by JOSEPH C. McCABE

INSULATED WIRE and cable form a major portion of the conductors in today's plants, although busways definitely have their place in supplying electricity from switchboard to machine.

Electric wire and cable constructions, insulations, finishes, protective coverings and current-carrying capacities are legion. But the partial listing, Table I, taken from the current National Electrical Code*, gives a number of the most frequently used conductors for indoor work. An understanding of this Code will prove very helpful in any wiring changes you may have in mind.

Each wire is identified by a type letter for the insulation covering. This identification is based on the common name in the trade. For example, CF in Table I means a cotton-covered fixture wire; AF, an asbestos-covered fixture wire; R, rubber-covered, and so on. All are for copper conductors.

How are these insulation covers applied and what are their limitations? Fig. 1 answers the first of these questions, Table I the second. A moisture-resistant flame-retarding fibrous covering is placed over the rubber but the rubber serves as the main electrical insulation. This wire (Type R) is more generally used and in greater quantities than any other but, as the table shows, it is limited to operating temperatures of 140 degrees F. or less.

Type RW (Fig. 2), further down the table, is the same as Type R except that it has a moisture-resistant rubber insulation, similar to that on submarine cable. Used for wet locations where lead-covered insulation would otherwise be required, it is good for a top temperature of 140 degrees F.

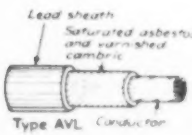
For higher temperature service Type RH (Fig. 3) applies. It goes up to 167 degrees F., the highest allowable for any rubber insulation. This wire is similar to Type R except that the rubber insulation has a different quality and the fibrous covering is slightly heavier, also moisture-resistant and flame-retardant.

Varnished cambric wire, Type V (Fig. 4), has long been recognized by the Code and is widely used, particularly in larger sizes. It has a varnished cambric insulation of the same thickness as Type R Code rubber. Two moisture-resistant, flame-retardant braids go over the insulation for dry locations as a lead sheath for damp or wet conditions. Varnished-cambric insulation is good up to 185 degrees F.

Asbestos serves either alone or in combination with other insulations. Type AVL (Fig. 5), for example, an asbestos- and varnished-cambric-insulated wire, is recognized for duty up to 230 degrees F. Right on top of the conductor you'll find saturated-asbestos and varnished-cambric insulation. Then the conductor is encased in a lead sheath for wet locations. The very same wire with a different outer coating, known as Type AVA, employs a felted-asbestos covering protected by saturated-asbestos braid. With this arrangement it is suitable for dry locations only.

Type A has solid asbestos insulation good for tem-

* Published by and available from the National Board of Fire Underwriters, 85 John St., New York 38, N. Y.



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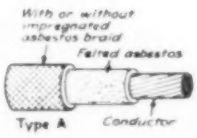

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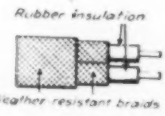

FIGURE 7

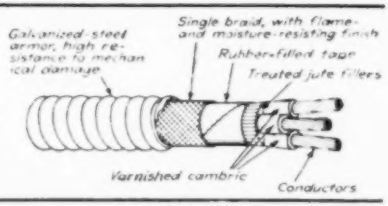

FIGURE 8

Chlorinated units are easily converted to the two-bath 3% "Super Soap" method

Minor changes in piping of combination washer-extractors permit use of 43 times as much soap at no additional cost

The near elimination of wet-cleaning which results from the use of a concentrated 3% solution of FORMULA 886, followed by a rinse in pure solvent, has prompted owners of Stoddard solvent plants to purchase new combination washer-extractors in order that the method may be practiced economically.

Owners of perchlorethylene plants need not resort to replacement of equipment because their units are all of the combination washer-extractor type. For them it is only a question of converting their present equipment.

In some cases this conversion comprises no more than a simple rearrangement of piping and valves.

In others it includes the installation of another solvent storage tank.

In either event the objective is to avoid even a slight interchange of the 3% solution and the pure rinse solvent.

Leading manufacturers of equipment designed for "*perc*" have worked out every detail necessary for efficient conversion of your old equipment. These manufacturers are also prepared to supply new equipment designed specifically for the two-bath "SUPER SOAP" method.

Your combination washer-extractor is now worth many times the price you paid for it if you arrange with your manufacturer for conversion to the two-bath "SUPER SOAP" method as practiced with a 3% solution of FORMULA 886. Be sure that every precaution is taken to avoid dilution of the 3% solution with rinse solvent, or contamination of rinse solvent by 3% solution.

STREET'S employ a staff of over 35 field technicians trained to supplement the work of equipment engineers. For a consultation regarding conversion of your "*perc*" equipment write to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Illinois.

Why the two-bath method in perchlorethylene brings near elimination of wet-cleaning

FIRST, the 3% solution of FORMULA 886 provides unprecedented moisture control.

SECONDLY, STREET'S STRONG SOAP TESTING KIT provides unprecedented control of active ingredient.

Then, *of paramount importance*, is the unprecedented control of static. The 3% solution of 886 introduces 43 times as much active ingredient as the normal amount of filter soap. This unusual concentration imparts much higher electrical conductivity to "*perc*" than ever approached by soaps in the old one-bath method, and in so doing gives an entirely new concept of whiteness retention resulting from elimination of static.

FINALLY, the optimum in scientific dry cleaning is reached through the separate rinse in pure solvent which is free of the soluble impurities removed from the soiled fabrics. This pure rinse not only precludes any remote possibility of odor, but also, in removing the oily film from the fabrics, permits colors to snap back to their original brilliance.

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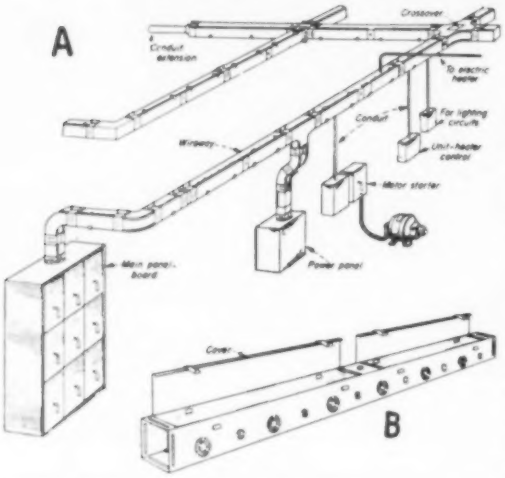


FIGURE 9. A: Square metal wireways combine protection of conduit and flexibility of open wiring. B: Constructed of heavy sheet metal, 4 by 4 inches in cross-section, wireways are in standard sections up to 5 feet long, with spring-latched covers

peratures up to 392 degrees F. It consists of a copper conductor with felted-asbestos insulation good for 300V with or without an impregnated asbestos braid (Fig. 6). But because it is susceptible to moisture you'll find its use limited to applications where the equipment leads are in dry locations. Under no conditions should you use it for general conduit service.

Many forms of multiple cable are used, with duplex (Fig. 7), possibly being the most familiar. Duplex conductors are arranged flat under one sheath. They are insulated very much like single rubber-insulated wires. A weatherproof braid goes over the rubber insulation and the two conductors are covered with another braid, treated and finished with a moisture-resistant, fire-retardant compound.

"Your pay envelope is a bit heavier this week, Jess. We're using thicker glue on the flap."

Types of Conductor Insulation for 300-600V Service (Partial)

National Electrical Code, 1951

Trade Name	Type Letter	Maximum Operating Temperature	Special Provisions
Cotton-covered, heat-resistant fixture wire	CF	194°F	Fixture wiring limited to 300V
Asbestos - covered, heat-resistant fixture wire	AF	302°F	Fixture wiring limited to 300V
Code rubber	R	140°F	General use
Heat-resistant rubber	RH	167°F	General use
Moisture - resistant rubber	RW	140°F	General use and wet locations
Latex rubber	RV	140°F	General use
Thermoplastic	T	140°F	General use
Moisture - resistant thermoplastic	TW	140°F	General use and wet locations
Thermoplastic and asbestos	TA	194°F	Switchboard wiring only
Varnished cambric	V	185°F	Dry locations only. Smaller than No. 6 by special permission
Asbestos and varnished cambric	AVL	230°F	Wet locations
Asbestos	A	392°F	Dry locations only. Not for general use. In raceways only for leads to or within apparatus. Limited to 300V

When three or more insulated conductors are grouped in a cable, a treated jute filler is applied to form a true circle (Fig. 8). In this metal-clad 600V industrial power cable each of the three conductors has varnished-cambric insulation covered with colored tape for identification. A layer of rubber-filled tape binds the three conductors and their jute fillers into a circular cable. Over the tape a flame-retardant, moisture-resistant braid forms a foundation for the galvanized-steel interlocked armor.

Raceways

While we expect wires and cables to possess certain basic abilities such as current-carrying capacity and adequate insulation, still other demands are put on them by the way these wires are asked to carry current. The system of distributing electric power within a plant must take into account safety, reliability, voltage drop, adaptability to changes in power needs, installation cost, appearance and other considerations.

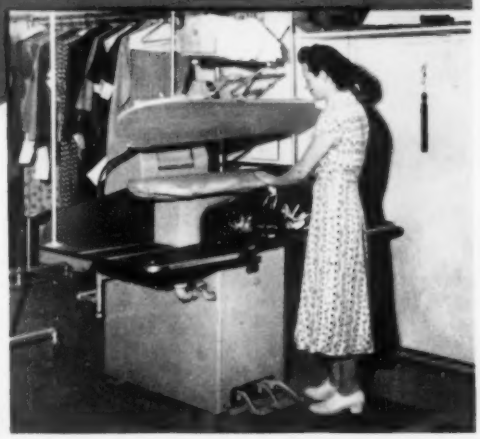
There are a number of ways to meet these requirements. You can move your electric power through: (1) open wiring, usually run overhead or on side walls; (2) wiring in conduit (which looks for all the world like pipe in which the wires are laid); (3) underfoot ducts run to convenient load areas; (4) cellular steel floors; (5) wireway systems (Fig. 9), usually run overhead; (6) busways carrying enclosed busbars for use with or without plug-in branch circuit-devices.

The earliest wiring was open and run overhead or alongside walls to load centers. Taps came off these conductors at desired spots and led through protective

no push-button fumbling

with ACECO Air-Driven Dry Cleaning Presses

Models M-8 Mushroom (below) and U-42 Utility (right) ACECO Air-Driven Presses at French Laundry & Dry Cleaners, Anaheim, California.



*Controls of the ACECO Air-Driven Press are right where you want them . . . on the head. There's no change in work habits for operators accustomed to foot-power presses . . . no push-buttons to fumble for beneath overhanging portions of garments. Just touch the convenient bar-handle control and the head quickly lowers into pressure.

Behind the bar-handle control is a double-handle steam control, which makes it possible to start steaming from the head while it is being lowered. Steaming from both head and buck is faster because ACECO's steam flow is more direct than on any other dry cleaning press.

After the head is sealed, a treadle control applies the high pressure needed for certain garments. *The head cannot be lowered accidently* if operator steps on this treadle while head is up.

In every plant where the ACECO Press is now in use, production has increased, quality has improved and finishing costs have been reduced. Experienced pressmen go for ACECO in a big way . . . beginners find it easy to "catch on" . . . any girl can operate it.

Made both air-driven and foot-power, ACECO Presses are furnished in Utility, Mushroom and Pants Leg Models. WRITE TODAY for free catalog.

AMERICAN CLEANERS EQUIPMENT CO.
CINCINNATI 12, OHIO

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and switching devices to individual loads or to distribution panels to feed several circuits.

This method, while crude by today's standards, is low in cost. For a given load and weight of copper its voltage drop compares to that of the very modern busway. But this system is an eyesore and since lint builds up on open wires it grows even worse as time goes by. What's more, the conductors have no protection other than their insulation against exposure to dirt, moisture and fumes, which will in time tear down the insulation.

Once you take the next obvious step and enclose the conductors you are using what is known to the trade as raceways. They are a highly effective means of leading power to points of use. Conduit is a very common form of raceways. Running the wires in these solid, pipelike conduits protects against mechanical damage. But conduits have one drawback. Branch circuits can be connected into them only at junction boxes or at distribution panels.

Fittings have been developed to permit installing rigid conduit under practically every condition and yet give its conductors a high degree of protection. The same can be said for interlocked armor cable with the added advantage that armored cable can be installed more easily.

Square metal wireways (Fig. 9) combine the mechanical protection of conduit with the flexibility of open wiring. Made of heavy sheet metal 4 by 4 inches in cross section, wireways can contain the wires of several circuits. The sections run up to 5 feet long, and have hinged spring-latched covers for easy access to wires and cables at all points throughout the systems. By means of these access covers you can tap, splice, reroute, inspect or install extra wires and make other changes without disturbing existing circuits.

This system looks very much like the busway designs shown in the September 1952 NATIONAL CLEANER & DYER. But remember, wireways are just what their name implies—ways of carrying wires. Busways use busbars.

The wireway sections clamp together so the installation forms a continuous system. Standard fittings, including elbows, tees, crosses, pull boxes and hangers, permit a neat, workmanlike installation in any building.

The Code sets up the following requirements on the use of wireways:

1. Wires carrying different voltages or having different current characteristics, such as AC and DC, may not be put in the same wireway unless suitable barriers are installed.
2. Wireways may not be installed where they would be subject to mechanical injury or corrosive vapors, in damp locations, hoistways, hazardous locations or storage battery rooms.
3. Conductors larger than 500,000 cm. may not be installed in wireways.
4. Splices and taps made by approved methods may not fill more than 75 percent of the wireway's cross-sectional area.
5. Not more than 30 wires or cables are permitted unless they are signaling circuits or control wires between a motor and its starter, which are used only for starting duty.
6. Conductors cannot occupy more than 20 percent of the free cross-sectional area of a wireway. # #

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10 BRIGHT COLORS
numbers 1 to 30 in each color. 300 color number combinations

$3.30 BOX (white)
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$3.50 BOX (colored)
1,000 strips per box; each box numbered from 001-1,000

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They instantly revolutionize marking methods . . . Save 50% in marking and assembly time . . . Eliminate transposed numbers and loss claims . . . Clear bold numbers . . . No eye strain . . . Ink damage impossible — throw away your ink! . . Just tear 'em off, staple on!

Ask your distributor or write
PRE-MARKED STRIP TAG CO.
3232 INDIA ST., P. O. BOX 2430
SAN DIEGO, CALIFORNIA

Also the NEW 20 - SPECIAL INSTRUCTION TAGS!
in 6 bright colors!
— a color for each department
Let TOKEN TAGS show you how to do it right the 1st time.

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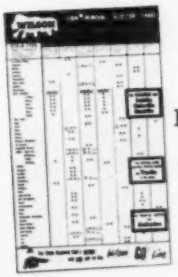
Break that spotting board "bottleneck" with

...the action-loaded spotter that gets out more stains more quickly!

Quicker, surer stain removal speeds up the flow of work through your plant. That's why you should use *TarGo*. This unusual wet or dry spotter is the fastest, most effective stain remover on the market. You can depend on it to help prevent pileups at the board because it knocks out the real tough stains other spotters will not budge ... gets out average stains twice as fast with half the effort. And *TarGo* is ideal, too, for both LIPSTICK and BALL PEN INK LOADS.



There's no substitute for TarGo... order it by name from your jobber

FREE! New "STAIN REMOVAL SELECTOR CHART", a handy wall-hanger guide to the removal of *difficult* spots and stains. Ask your jobber for a copy or write direct to A. L. WILSON CHEMICAL CO., Kearny, N. J.

Knock out toughest dye stains

of any color... from any fabric

the controllable liquid stripper

Makes the safest, most effective stripping bath you ever used ... for less than 5¢ a gallon! Lifts one color from another ... doesn't whiten off-whites.

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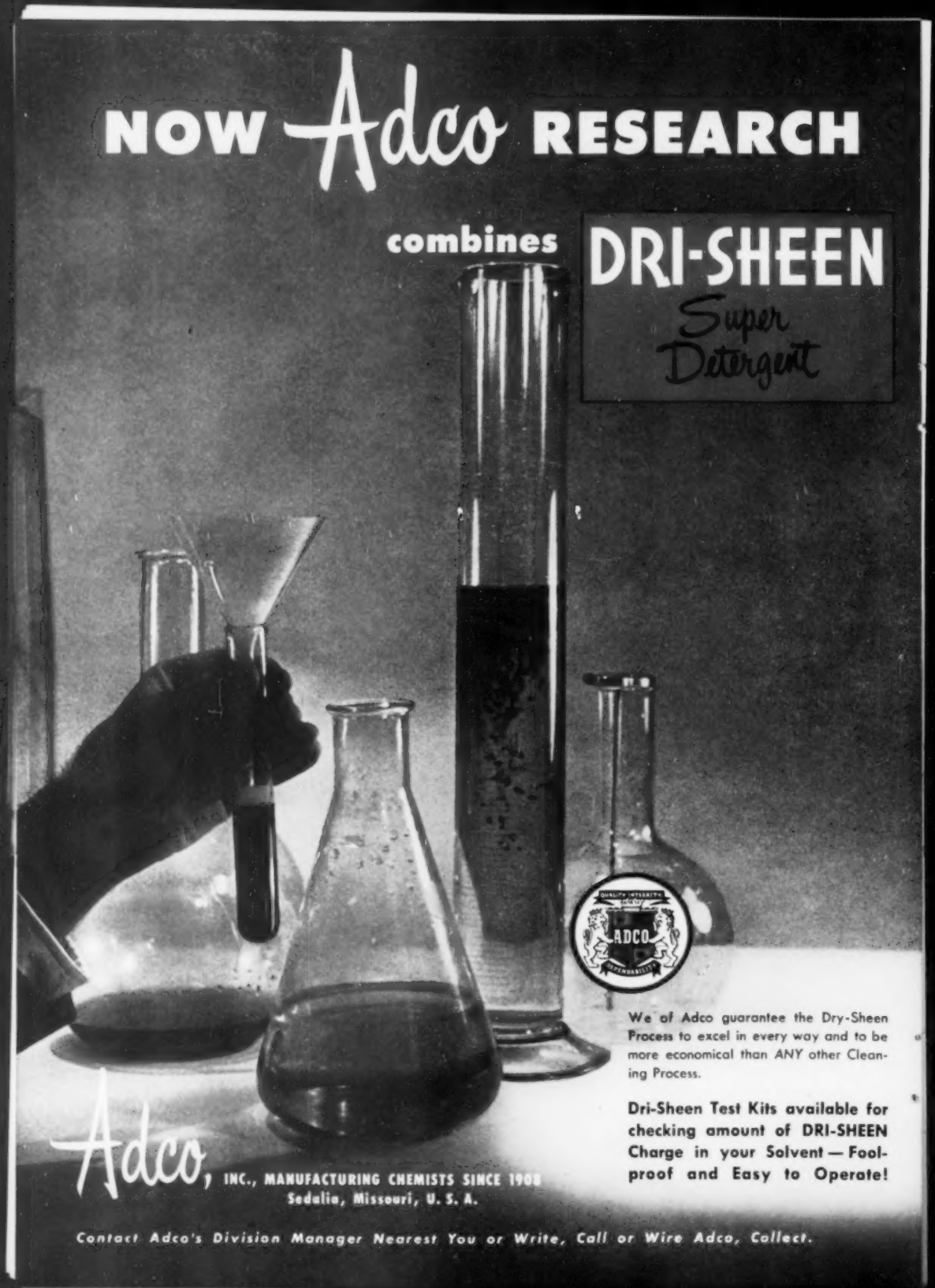
NOW Adco RESEARCH
combines
DRI-SHEEN
Super Detergent
ADCO
We of Adco guarantee the Dry-Sheen Process to excel in every way and to be more economical than ANY other Cleaning Process.
Dri-Sheen Test Kits available for checking amount of DRI-SHEEN Charge in your Solvent — Foolproof and Easy to Operate!
Adco, INC., MANUFACTURING CHEMISTS SINCE 1908
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Contact Adco's Division Manager Nearest You or Write, Call or Wire Adco, Collect.

and **400** in one perfect team to produce

Food for Fabrics
LIQUID DRY CLEANER

the most foolproof, easy-to-use, economical CHARGED SYSTEM METHOD OF CLEANING yet!

The Amazing and Revolutionary

New

DRI-SHEEN PROCESS

"Food for Fabrics"

The Dri-Sheen Process needs *no extra equipment*, contains no fatty acids. It's a team-up terrific, a combination of Dri-Sheen Super Detergent for charging your solvent and reliable 400 Liquid Dry Cleaner for producing stock solutions which introduce moisture into your system properly and safely. *Only* ADCO furnishes you free hygrometer with moisture charts for perfect control of humidity and moisture in your cleaning process. Adco's trained dry cleaning engineers are available in every locality in the U. S. A.—Ready to install this revolutionary method of cleaning. Make us prove our claims, *at no cost to you*, in your own plant!

N.I.C.D. Alumni Elect Truxal

Back-Home-Day attendance breaks record at meeting in Washington

by GENE BENNETT

GENERAL ENTHUSIASM and specific intentions to expand chapter activities swept through the largest attendance at the annual Back-Home Day of the NICD Alumni Society, held August 15-17 at the Shoreham Hotel in Washington, D. C.

Some 250 members and guests frolicked at a beer party and banquet. Members also found time to participate in management and technical discussions and to elect new officers.

Charles B. Truxal, executive secretary of the Ohio State Association of Dyers and Cleaners, was elected president to succeed William R. Palmer, who remains a member of the executive committee. Jack Gallagher of Washington, D. C., was named vice president, replacing J. W. Stover of Chambersburg, Pa.

Industry leaders and NICD staffers presented the latest developments in the dryeleaning field at sessions held at the Institute in Silver Spring, Md., and at the hotel.

Mr. Truxal, speaking on "Reactivating Alumni Chapters," pointed out the significant role the Society could play in the industry if more and active chapters were developed. At the business meeting he followed up his earlier remarks by saying he would make efforts, as

NEW PRESIDENT of NICD Alumni Society, Charles B. Truxal (left) with Edna M. Michelsen and Jack Gallagher, new vice president

SIMPLEST, Push-Button DIRECT DRIVE WASHER

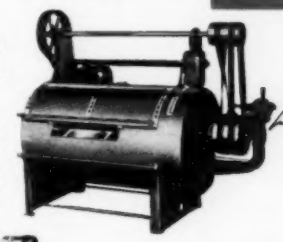
The WESTERN
MODEL 500
DIRECT Motor Drive

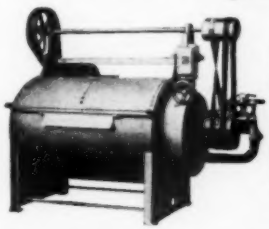
Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.

Other WESTERN Washers and Extractors to Suit Every Requirement!

Western Model 500 Belted Motor Drive

The easiest operated, most practical "One Hand Lever Control" Machine you can buy. Ruggedly built for lasting service. In 3 sizes.



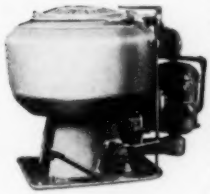


Western Model 50 Belted Motor Drive

Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.

Western Extractors

Solid curb. Motor driven safety equipped. 3 sizes, 20", 26", 30". Both laundry and drycleaning types.



Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.

Western Laundry Machinery Company

NORTH KANSAS CITY, MO.

10th & Fayette, Dept. NC-10, North Kansas City, Mo.
Please forward details on Western equipment as checked.

Model 500:
- ☐ *Direct Drive*
- ☐ *Belted Motor Drive*

Model 50:
- ☐ *Size* ____
- ☐ *Extractor Size* ____

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president of the Society, to bring chapters closer together. Among suggested methods for increasing interest in the Society were plans to offer an NICD scholarship through chapters, and more frequent publication of the Society's news organ, *The Spotlite*.

Harold C. Leroy, technical service, NICD, discussed a "New Invoice System" developed at the Institute. The "new system" incorporates use of check marks instead of writing by hand, to speed identification. He stated markers can do better than 200 pieces per hour.

A quiz panel combining the best elements of information-dispensing and humorous showmanship was directed by Dr. Drycleaning, known socially as John P. Gray of Adco, Inc. With examples of garments to remind the alumni group of the problems they had left at home, W. C. Hardin, analysis service, NICD, discussed "Outstanding Analysis Problems." Dr. J. C. Alexander, research department, NICD, explained the "Different Types of Caramelized Sugar Stains" by tracing the origin of the chemical components, and suggested methods of handling the problem.

On the last day of the session Bill Palmer gave his "President's Report," and pointed out how long-range planning changes the values we place on various projects—such as training. He was followed by W. M. Cannan of Toledo, Ohio, president of the NICD, who stated that "Cleaners Are People" who should make every effort to become leaders in their communities.

"Costs Aren't What They Seem" was the subject offered by Richard W. Shanbarker, management engineering department, NICD. He noted the relationship between costs and profits, stating that at times increased costs can mean increased profits.

Eugene DeHegh, industry trouble-shooter, gave his opinion on "What Makes a Plant a Good Buy." He urged prospective buyers not to take the word of other persons but to find out for themselves by starting from scratch in establishing the value of a plant.

George P. Fulton, research department, NICD, discussed "What the 4 Percent Charged System Does" on the basis of experiments conducted at the Institute. These will be reported in future NICD bulletins. The speaker also referred to "some exciting pure research" conducted at the Institute. This is the first time, he said, that the Institute has embarked on a program without expecting "material results." Pure research, Mr. Fulton asserted, could be of great value to the industry on a long-term basis.

"Backfire," a motion picture prepared by the Americas Economic Foundation, due to breakdown of the projector wasn't shown according to schedule. But Mr. Palmer briefly discussed the film, mentioning that it was available for showing before all groups. The Society voted to purchase a copy of the film for distribution to member chapters.

Two sessions were held for NICD management graduates. Charles W. Brown, NICD, was moderator for a program on human relations. Lyles W. Carr of Baltimore discussed the importance of sales control as practiced at his plant.

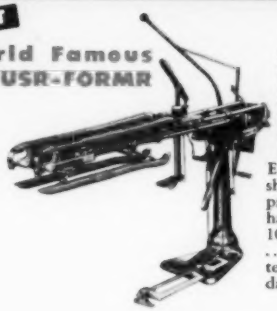
Ben Wallis of Tuscon, Ariz., discussed organization and incentive as it exists in his plant. He said that the absence of penny pinching in the operation of his incentive system has resulted in increased production and profits.

Robert Cowie, NICD management school director, disclosed some new findings on lot systems, which will be published soon by NICD. # #

Build Your Business with Bill Glover PROFIT MAKERS

BEST

World Famous TROUSR-FORMR

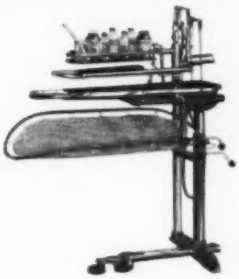


For wet cleaned pants. Stretches, shapes, removes wrinkles . . . all in four simple operations. Eliminates shrinkage. Cuts pressing time in half. More than 10,000 in use . . . many for fifteen years of daily service!

NEXT BEST

NEW Junior TROUSR-FORMR

A low priced stretcher. Makes wet cleans as easy to press as dry cleans. Fits a wider range of sizes from boys' to large—a smaller waist for ladies' slacks. Hardwood forms—no cloth to replace. Always ready to use—no preliminary warm-up. Blower for fast drying.



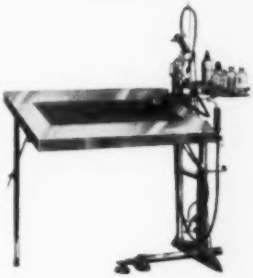
SPOTTERS SPOTTING MACHINE

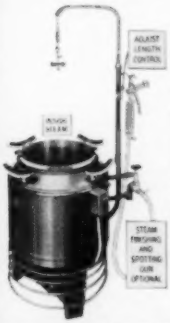
Acclaimed by Spotters everywhere. The one and only Spotter's Spotting Machine . . . specially designed to meet all the requirements of spotters for higher quality work at a faster rate.

SPOTTING TABLE

for Woolens Only

Roomy top requires fewer lays. Easy, fast spotting, with handy steam gun and chemical tray. Adjustable height and tilt . . . for the convenience of any operator.





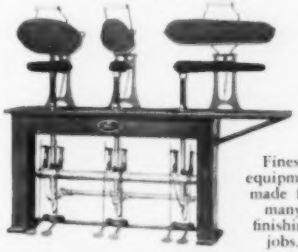
DRYERS and SEMI-FINISHERS

Exclusive Features—fast drying revolving top. Nylon brush clamps. Now internal steaming speeds production. Single Dryer shown—other models include the Twin and a Steam Turbine Triple.

SENSATIONAL NEW

The Glover Open-End Washer—25 Lb. and 50 Lb. Capacity.

FABRIC HEAD PRESSING MACHINE UNIT



Finest equipment made for many finishing jobs.

SEE YOUR Bill Glover JOBBER

Built for Long Life, Lowest Maintenance Cost

EXCLUSIVE BILL GLOVER DESIGNS . . . manufactured from quality materials by skilled and experienced craftsmen . . . assure long service life with the lowest maintenance cost. Cut your production costs . . . please your customers . . . with Bill Glover Profit-Makers.

Sr. and Jr.

Bill Glover, Inc.

5204 Truman Road
Kansas City 1, Mo.

traps pay laundry double dividend

FREE TRIAL

Try a Yarway Impulse trap for 60 days free, any place in the plant you like, and compare the results. Send us a card, and we'll send you the trap.

Look at what happened in this hospital laundry when they switched from old-type steam traps to Yarway Impulse Traps:

1. Four-roll ironer reached operating temperature in 15 minutes compared to 1½ hours formerly.

2. For the first time, work came off the ironer DRY.

Production improvements like that often result after a switch to Yarway Impulse traps.

Yarways are *designed* to get equipment *hotter sooner and keep it hot!*

Other features that users like are *small size, easy installation, low maintenance, stainless steel construction, good for all pressures, low cost* . . . and helpful, convenient *service* from Yarway trap engineers.

More than 200 Industrial Distributors stock and sell Yarway Impulse Traps—over 800,000 have already been installed! Write for Bulletin T-1740.

YARNALL-WARING COMPANY, 132 Mermaid Ave., Philadelphia 18, Pa.

YARWAY the steam trap designed with more production in mind

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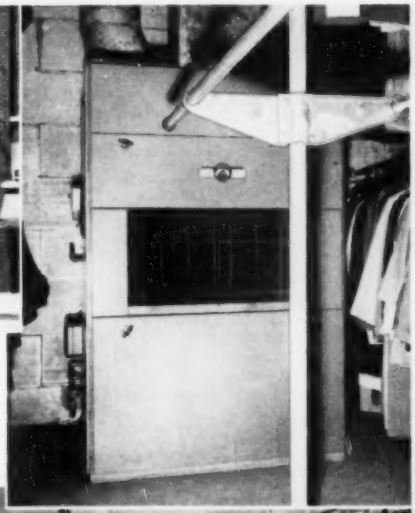
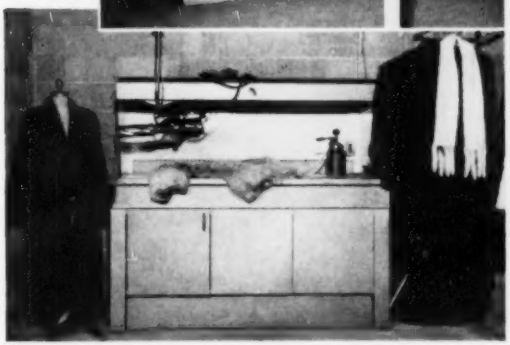


MODERN CLEANERS *of Wichita*

enjoy the profit from

POLARIZED CARE FOR FURS AND GARMENTS



DON D. BETHEL, Owner, *states:*

"Fur storage is a profitable business. This is our third year. We were 75% full the first season; this year filled to capacity. This works hand in hand with our parent business of dry cleaning and pressing. I have found that a fur storage vault is very little expense after the initial investment. It requires a minimum of labor, which in these times is advantageous."

"I like the Haertel Vaultmaster with its automatic device for controlling humidity, refrigeration, and fumigation. In vaults where humidity is not properly controlled there is a penetrating dampness harmful to pelts and linings. With the Haertel automatic control a clear, clean flow of air imparts a life-like quality to every fur piece as it circulates through them."

MEET US AT BOOTH 454

A.I.L. CONVENTION

ONLY HAERTEL CAN OFFER ALL SIX:

1. One complete, self-contained storage conditioner with automatic temperature and humidity control, PLUS fumigation and ventilation.
2. Advertising aids to promote business.
3. Operating Supplies.
4. A concentrated training service in Haertel's own fur service plant.
5. A complete wholesale cleaning, repair and remodel service, including the Formaster.
6. Advisory service on plant, advertising and service problems.

WALTER HAERTEL COMPANY 2840 FOURTH AVE. S., MINNEAPOLIS, MINN.

Walter Haertel Company—2840—4 Ave. So., Minneapolis 8, Minnesota

Send us information that may be helpful to us in planning:

☐ Storage vault approximately ___ ft. x ___ ft. by ___ ft. high.

☐ Equipment for branch stores. ☐ Wholesale cleaning and repairing service. ☐ Time saving Formmaster.

☐ Personnel training program.

Firm _____

Address _____

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LEGAL DECISIONS

by A. L. H. STREET

Employer's Right to Free Speech

(1) So long as an employer clearly shows no disposition to coerce employees against union affiliation, is he guilty of unfair labor practice if he indicates to employees why he believes they should not join a particular union? (2) If he has adopted a fair attitude on this subject, can he be held guilty of unfair labor practices because a supervisory employee has expressed to workers his individual views on the subject?

The courts have frequently answered both of these questions in the negative. One of the most authoritative decisions was made by the U. S. Court of Appeals in the case of National Labor Relations Board, 191 Fed. 2d 546. The court summed up the governing rules of law on the subject thus:

"Whether acts of supervisory employees constitute restraints upon union activity on the part of a company must be viewed, to a large extent, against the background of the company's attitude, policy and practice in the past with regard to such matters. Where an employer has no history of labor trouble or union hostility, and repeatedly advised his employees in unmistakable terms that they might, without fear of reprisal, exercise freedom of choice in their actions and opinions on labor matters, expressions of union hostility by some of his supervisory employees are to be regarded as the individual views of such employees rather than as the views of the employer."

The court cited a decision of the U. S. Court of Appeals, Fifth Circuit, that the general manager of a company exercised the right of free speech and did not violate the Federal Labor Relations Act when he told employees that they would get nothing by joining a union and that it was organized by racketeers, etc., making all of these statements without threats or coercion. (Jacksonville Paper Co. v. National Labor Relations Board, 137 Fed. 2d 148.)

In another case a foreman asked an employee how she intended to vote on the question of unionizing the plant, and told another employee that the owner would close the plant if it were unionized. Because there was nothing to show that the employer had approved or authorized what the foreman did, the U. S. Court of Appeals, Fourth Circuit, decided that there was no proof that the employer had adopted an intimidating attitude toward the employees. (National Labor Relations Board v. Hinde & Dauch Paper Co., 171 Fed. 2d 240.)

When Neglect Is Presumed

In a suit against a cleaner, a customer satisfied the court that his white mohair dinner coat was in good condition when he sent it for cleaning, and that it was returned to him discolored. The cleaner's attorney did not offer any testimony in defense, but sought dismissal of the suit on the ground that the customer was bound to offer more proof that the discoloration was caused by negligence of the cleaner. Should the case have been dismissed?

No, decided the South Carolina Supreme Court, in the case of Gilland v. Peter's Dry Cleaning Co., 11 S. E. 2d 857.

Following the decisions of many courts throughout the country, the court said that it was up to the cleaner to prove not necessarily what caused the discoloration but *that he was not at fault*. "The bailor (customer)," the court stated, "cannot be expected to know the details of the bailee's (cleaner's) business; on the other hand, if the bailee has exercised due care his knowledge of the methods and processes of his own business would readily enable him to offer testimony tending to exonerate him from negligence."

The court intimated that cleaners are governed by the same legal rule as warehousemen, to the extent that when a loss of a customer's goods occurs it is not enough to merely prove that they have been destroyed by fire or have been stolen. The cleaner must further prove details of the method of loss and show there was no contributing fault on his part.

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

Competitor's Ad Not Libelous

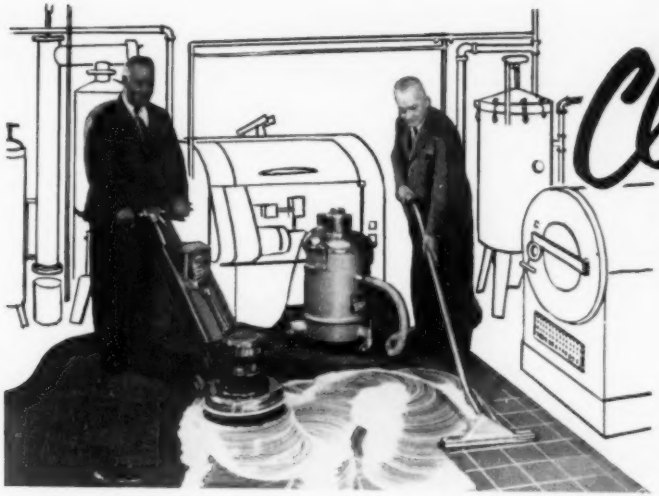
A certain cleaning company (the plaintiff) advertised a "cleaning sale," offering to clean a second garment at half price. A competitor (the defendant), without mentioning the plaintiff, published an advertisement headed "Garments Cleaned at Half-Price Are Only Half Cleaned." It read in part: "When you buy cleaning for half price you get only what you pay for—half-way cleaning and pressing. [Our] prices are the lowest at which first quality workmanship can be produced. The lowest at which a modern plant can be maintained—the lowest at which skilled experts can be hired. Don't be misled by half-price cleaning."

The plaintiff sued for $25,000 damages, claiming that because of the defendant's advertisement its business fell off at least $500 a week. But there was no statement of damage specifically traceable to defendant's ad. Did the trial judge properly dismiss the suit?

Yes, declared the Iowa Supreme Court (245 N. W. 231, decided Nov. 15, 1932.)

The Supreme Court decided two preliminary points in favor of the plaintiff: (1) A corporation has as much right as an individual to sue for damages for defamation that injures its business. (2) Because no other local cleaning concern was advertising a half-price sale, the defendant's ad was necessarily directed against the plaintiff, although the latter was not named.

The case was dismissed because: (1) The defendant's ad did not assail the plaintiff's *integrity*, within the rule of law that there can be no right to damages for alleged libel unless the language complained of on its face implies a lack of integrity or moral character on the complaining party's part, or unless he shows that *specific* damage resulted to him. (2) The allegation of loss of patronage did not show special damage. In fact, the plaintiff's admission that it was impossible to state the names of individual patrons and customers lost "through publication of defendant's ad" was a virtual concession that he could not prove special damages.



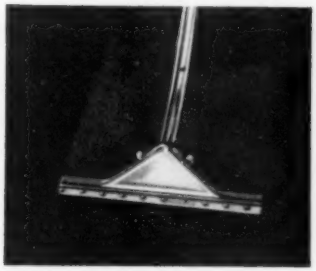
HILD Shower-feed Scrubbing gets all kinds of floors cleaner . . . faster . . . easier. HILD Vacuum Drying eliminates rinsing and mopping . . . lifts dirty scrubbing solution out of cracks . . . drys floors almost instantly.

Clean up WITH HILD MAINTENANCE EQUIPMENT

A spic-and-span plant is your best advertisement. It attracts new customers and keeps the old ones coming back. Correct plant sanitation also boosts employee morale . . . prevents accidents . . . keeps garments and bundles free from dust damage. Keep your plant clean . . . from floor to ceiling . . . with the HILD Equipment pictured on this page.

The same HILD Machine used for scrubbing floors also waxes, polishes, buffs floors of all kinds with easily interchangeable attachments.

"Sweeping" ceilings and walls with "Hi-up" extension on HILD Vacuum. No ladders or scaffolds needed. No shower of dust. Hild Vacuum also has attachments to remove lint from machinery.



Sweeping Floors "with air." Hild Vacuum with Felted Sweeping Tool leaves no residue in low spots . . . draws dust and dirt out of cracks. No sweeping compound needed.

Clean up SHAMPOOING RUGS AND CARPETS

Start a profitable rug and carpet cleaning department *with the same HILD Equipment* used for plant maintenance. Send for free circular, "Rug Cleaning . . . the Business with a Future."

HILD Portable Rug Beater

Hild All-Auto-Matik Upholstery Shampoo Machine

$500 IN CASH PRIZES! Your old floor, rug or carpet machine may win in HILD'S 25th Anniversary "Oldest Floor Machine Contest." Send for entry blank.

1927-1952 HILD System MAINTENANCE EQUIPMENT & SUPPLIES OUR 25TH YEAR

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

☐ Send circulars on HILD Plant Maintenance Equipment
☐ Send Rug & Carpet Cleaning Circular

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Address _____
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3665

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(Continued from page 24)

deteriorating during travel, keep the rest of the luggage fresher, and can be pressed after the tourist reaches his next stopping point.

They are getting a very satisfactory response to this approach.

Dressing Up Factory

A very effective job, at moderate cost, was done by Don Weil of Monroe, Louisiana, in relieving the bare factory-like appearance of his plant.

With the wall facing the street painted white, the doors to his office and the plant store were painted a warm brown. A metal cornice of the same color, flush with the tops of the doors, ran from one to the other, tying them together and forming a sort of "base" for the name of the company in block letters above in metal, also in brown.

Since big windows can be a liability under the sun's glare, narrow windows were set in at head height. Between the doors and the windows brick facing was set in horizontal layers that alternately project and recede an inch or so, adding to the effect of tying in doors, windows and sign in one neat package.

Cardboard Trucks

A novel method of handling matchbooks used for bridge parties, etc., is to put them in little cardboard trucks. Jack Waldman, of Swift's Cleaners in Mamaroneck, New York, is reported doing this with little trucks that look like his own delivery trucks.

Seventy Calls by Radio

Some time back Frank E. Conner and his son, Bob, had considerable success in Morgantown, West Virginia, with a radio program called "Honorable Mention." During and shortly after the program was on the air the plant received as many as 70 calls over its two phones.

It was a 15-minute program of records once a week. Interspersed with the records were "clues" to the person receiving "honorable mention" that week.

The Conner firm would select some person well known in the city and present him or her anonymously, adding clues to his or her identity as the program progressed. The person might be almost anyone. At the time of our visit it was the YMCA secretary. Others had been city officials, churchmen, the school principal, a club woman, an eagle scout, etc.

A prize of $5 worth of drycleaning was awarded the first person to identify the personage featured on the program. A month's drycleaning without charge was given to the person receiving honorable mention. And as an added touch, the music played on each week's program was chosen by the person being honored as his or her favorite pieces (we're not sure whether this was meant to provide an additional clue).

The popularity of the program was indicated by the drycleaning firm's receiving over 50 phone calls of inquiry the week the program was abandoned for the summer.

Something Special in Sweaters

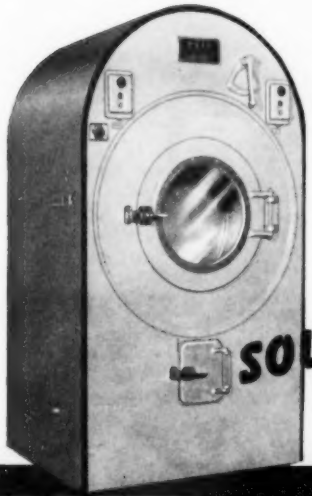
A new way of promoting a sweater-cleaning special during the slow summer season was tried in July by Victory Cleaners and Furriers of Indianapolis, Indiana. During the special week, six employees of the firm sacrificed their hot-weather comfort by wearing sweaters in an effective demonstration. A photograph of the six pretty sweater girls was considered sufficiently newsworthy to be featured in a local paper.

Personal Approach

Getting acquainted is one of the oldest proven methods of building up a body of regular customers. When the customer can call by name the people he does business with, he feels he has established a personal relationship that will insure the best possible treatment from the firm.

One way to give customers the feeling of personal relationship is illustrated above. The ad was used by Bateman Modern Cleaners in Bartlesville, Oklahoma, to introduce the firm's personnel.

Don't turn her down!



Increase your plant capacity so you can handle those "specials" and the rush business at Christmas, Easter, and back-to-school seasons. At one-fifth the cost of a drycleaning machine you can get a Hoyt Solvo-Miser — the outstanding solvent reclaimer. It doubles the capacity of your present drycleaning machine . . . gives maximum solvent recovery . . . assures perfect drying. See how the Solvo-Miser can increase your profits by reducing your over-time and overhead expenses. Send coupon today!

SOLVO-MISER
3 SIZES

SEND COUPON TODAY!

HOYT MANUFACTURING CORPORATION
FALL RIVER, MASSACHUSETTS

Send complete information:

- ☐ Model A. Cap. 20 lbs. $1095.00
- ☐ Model B. Cap. 30 lbs. 1195.00
- ☐ Model C. Cap. 40 lbs. 1295.00

NAME _____

ADDRESS _____

CITY _____ STATE _____

HOYT LARGEST MANUFACTURER OF DRYERS EXCLUSIVELY

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Gadgets and Gimmicks

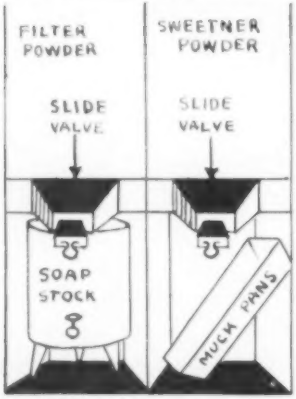
(Continued from page 30)

Extra Vault Dividends

At Smith Cleaners in Oak Lawn, Illinois, the fur vault gives extra value through its use for storage of drycleaned drapes, wedding gowns and filmy party dresses waiting for delivery. The low humidity of the vault keeps them fresh and unwrinkled.

All drapes are folded over hangers and tied with gay ribbon at both ends. When they are put up in the home all matching panels will hang properly in identical folds.

Cleaning-Supply Cabinet



We were reminded recently of seeing an orderly cabinet for drycleaning-room supplies while visiting Jack Woodmansee of the Spee Dee Cleaners at San Leandro, California, some time back. It was a cabinet in four sections.

The upper two sections opened at the top. Spouts or chutes protruded from the bottom of each section. Each of these was choked off by slide valves or paddles. One section contained filter powder, the other held "sweetener" powder.

One of the lower compartments held a tank of stock soap solution. It was supported on legs and was spigoted at the bottom so that a measuring can could be filled from the tank.

The fourth tank contained muck pans for draining the filter.

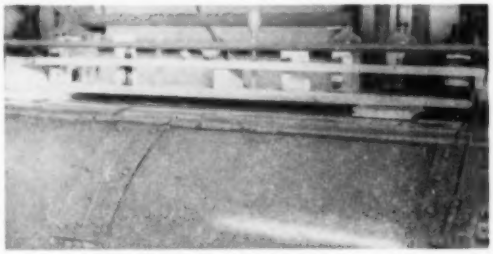
Pigeonhole Digesting

The problem of digesting dresses and sport shirts of various colors was solved by one Southern operator by making a row of pigeonholes. Each is about 8 inches square and 6 inches high, made of 1-inch board. The bottoms of these little compartments slope backward. Each is pierced at a back corner by a small hole to permit drainage.

A garment needing 15 to 30 minutes digestion is quickly and thoroughly soaked in the digester bath, then placed in one of these pigeonholes for the necessary length of time. Actually, if the stain is folded into the center of the garment it can remain much longer. The center of the rolled garment will keep moist even when the outer edge is beginning to dry.

If there were any difficulty in maintaining the temperature, a hot-water pipe run along outside the back of the compartments would probably be sufficient to hold temperatures at a working level.

Test Kit Handy



Best way to get a cleaner to use a test kit is to keep it where he can see it. Philip Kolb, NICD's District 9 director, set up a rack on top of his drycleaning washer to hold all the testing equipment needed to check his solvent for any purpose.

In Mr. Kolb's Jackson, Mississippi, plant, the cleaner can take his flask, raise the lid, open the shell, scoop up his sample, set it aside while putting in his next load, then close up and start the washer. The testing of the solvent then takes only a few minutes.

Mr. Kolb has found that if the testing equipment is kept elsewhere in his crowded cleaning room, it is generally out of sight—and thus out of mind.

Sleevers for Snowsuits

Folks are still having trouble finishing youngsters' snowsuits—and the season's here again. Best way to do them appears to be on the sleeve bag steamer, making sure that the fabric is thoroughly steamed, and then thoroughly dried.

ANSWERS

TO QUESTIONS ON DRY CLEANING

...that may solve a problem for you

The questions on this page are typical of those asked by cleaners in their letters to the Du Pont Dry Cleaning Service. The answers are printed here for your information as a possible service to you in your operations.

For assistance on your specific problems, write directly to: Du Pont Dry Cleaning Service, Electrochemicals Dept., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

Q. We've noticed some solvent is lost on each normal filter clean-out. Can you tell us how much is usually lost and describe methods of recovering solvent from the sludge?

A. Solvent loss usually runs 6 lbs. 100 lbs. of garments cleaned in normal filter clean-out. This figure is based on a 12-hour draining time for sump or filter bags with the vent open.

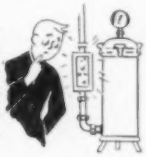
You can recover solvent from the sludge by any one of these methods: 1. Use of 15 lbs. air pressure at the filter vent. 2. Use of vacuum at the sump drain. 3. Recovery drying of filter bags or tight mesh bags of sludge. Place bags on a platform in the machine or recovery dryer, without rotating basket. 4. Extraction of solvent from filter sludge by using a canvas-lined standard extractor. 5. Back-washing the filter to carry all sludge to the still. When the still is heated, the solvent vaporizes and can be removed by steam sweeping.

Solvent losses during filter clean-outs are fully discussed in Vol. 16, No. 2, MODERN DRY CLEANER. Send for your copy.

Q. What mechanical defects in my dry cleaning unit could be responsible for a decline in the quality of the work?

A. Mechanical defects are too varied to enumerate all possible sources of trouble. However, one of the important defects is slipping of the drive belt—resulting in less mechanical agitation. Other items, such as leaking valve seats (variation in solvent level) and ungrounded units (build-up of static charges), may also be important to cleaning efficiency. Carefully check over the manufacturer's instructions on the care and maintenance of your machine.

Q. Recently, air bubbles have appeared in the clear solvent of my filter line sightglass. What does this indicate?



A. Air leakage into the intake side of your pump could be causing these bubbles. Air might be entering the system through defective pump packing, pump housing, or even a pipe connection in your solvent line. A low solvent level could also be responsible—causing the pump to draw air.

Q. Does air in the system affect the efficiency of cleaning equipment?

A. Incomplete venting of air from the filter causes the filter to be only partially filled. In turn this prevents complete coating of all the bag or screen surface available with precoat and/or activated powder.

Incomplete coating may permit dirty solvent to pass through and contaminate the filtered solvent. That area of the screen or bag surface not properly coated will eventually become plugged with soil, reducing solvent flow and back-washing efficiency.

Aside from its effect on filter performance, air in the circulating lines may sharply reduce solvent flow and thus impair rinsing efficiency. Air accumulated in the filter should be vented completely through the air-vent line on top of the filter.

Q. I find that our filter powder consumption is running considerably higher than expected. What proportions of filter powder do you recommend?

A. We suggest you use ¾ lbs. (6-8 qts.) inactive precoater powder per 1000 gal./hr. filter capacity (30-35 square feet of filtering surface). Add 1-2 lbs. (1-2 qts.) active sweetener powder per 100 lbs. of fabrics cleaned and hold this proportion in treating loads of various sizes.

At no time should a load be run without the addition of filter powder. If filter powder is not added, the filtering surfaces become overloaded with compressible solids and slimy insolubles from the fabric load. As a result, cleaning efficiency is sharply reduced. The use of filter powder on *each* load distributes this soil uniformly through the filter bed.

Q. We've noticed light and dark streaks in filter cakes when they are removed from filter screens. What causes this streaking?

A. This is known as "leafing" and occurs when filter powder is not used on each load. The dark areas indicate overload of soil; i.e.—two or more loads of soil on a single layer of new filter powder surface. These overloaded areas increase resistance to solvent flow, resulting in excessive pressure and the need for more frequent filter clean-out.

E. I. du Pont de Nemours & Co. (Inc.)
Electrochemicals Department
Wilmington 98, Delaware

DU PONT
"PERCLENE"
PERCHLORETHYLENE SOLVENT
DU PONT
150th Anniversary
Better Things for Better Living
... through Chemistry

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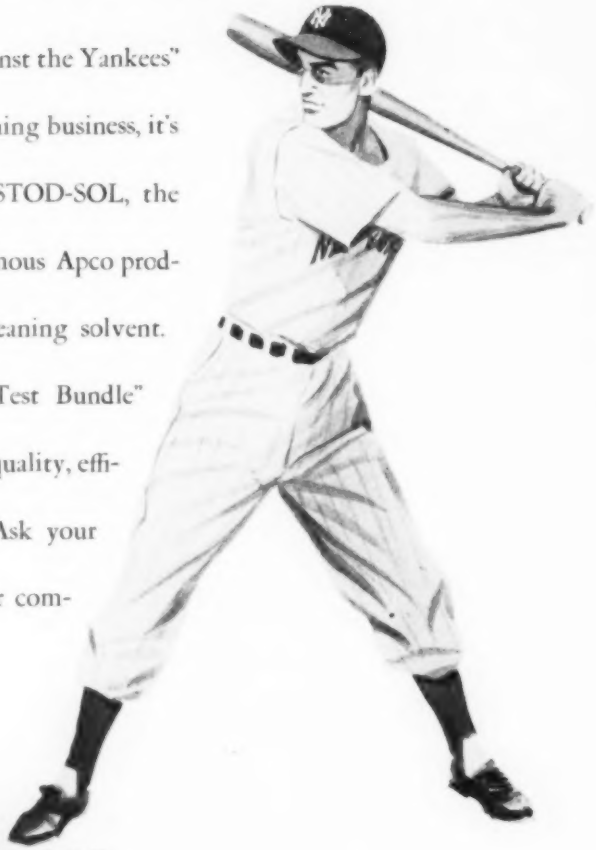
Like the New York Yankees and World Series Baseball...

STOD-SOL *and STOD-SOL Test Bundle Service* GO TOGETHER

In baseball, it's "everybody else against the Yankees" —they're that good. In the drycleaning business, it's just about the same way with STOD-SOL, the original Stoddard solvent. This famous Apco product is the nation's leading drycleaning solvent. Together with its companion "Test Bundle" Service, STOD-SOL can improve quality, efficiency and profits in *your* plant. Ask your nearest STOD-SOL distributor for complete details.



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OKLAHOMA CITY, OKLA.

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Glover Open-End Washer

A new 25-pound open-end washer is now in production at the plant of Bill Glover, Inc., in Kansas City, Mo. According to Bill Glover, Jr., vice president in charge of engineering and development, the washer betters basic specifications set by a laundry industry survey.

A special feature pointed out by the announcement is a loading door said to be 100 square inches larger than average door area. Other features stressed by the manufacturer include a new Square D laundry control; Sealmaster ball bearings throughout; a new Garlock package seal; Winsmith gear reducer; glass with high resistance to hydrostatic pressure, impact and quick heat changes; use of only one belt, specially designed to resist reversing and starting shocks; the largest pulleys in use on any 25-pound washer; all-stainless-steel shell, cylinder and base. The equipment occupies 34 by 35 inches of floor space.

The company's engineering staff has also developed the new Glover Auto-Trol, which will be supplied as extra equipment. The Auto-Trol comes with three standard formulas for whites, colors and blankets, and can be switched from automatic to manual control.

Haertel Fur-Iron Stand

The Walter Haertel Company, Minneapolis, Minn., has designed and manufactured a stand for specific use with the Haertel Rotary Fur Iron. The stand allows the operator to mount the unit rigidly on the finishing table, leaving both hands free to handle garments. The use of the stand, Haertel states, adds versatility, since the iron may be mounted rigidly or used as a portable iron. It makes for ease of operation, as both hands remain free to handle the garments. It also provides complete visibility of the ironing.

Users of the Triway fur finisher may convert their own unit to accommodate the ironing attachment, Haertel announces.

The Haertel Rotary Iron, the manufacturer points out, is thermostatically controlled to accurately maintain the various temperatures required for finishing furs.

New Grid Plate Liner

A completely new grid plate liner which, it is claimed, eliminates all steam marks in pressing, has been announced by Davis Specialties, Inc., Chicago, Ill. The Davis Nev-R-Spot Liner is described as a steam-diffusing plate to place between the presshead and the grid plate of drycleaning presses.

The new liner is so constructed, says David A. Freeman, president of Davis Specialties, that thousands of tiny canopied openings spray the steam sideways to spread like a fluffy blanket over the entire surface of the grid plate before coming through its perforations. This, Mr. Freeman states, prevents the shine-producing jet action of steam directly upon the fabrics which is the result of liner openings directly in a vertical line with both steam holes in the presshead and perforations in the press plates.

With the Nev-R-Spot liner plate, Mr. Freeman says, steam marking is ended because the jets of steam are entirely broken up by the liner. The steam comes out of the grid plate perforations evenly distributed over the whole pressing surface, and with uniform, gentle pressure throughout. The entire fabric area is thus conditioned for proper, speedy pressing. Mr. Freeman emphasized that the new liner plate permits perfect finishing on the presses of such man-made fabrics as Dacron, Orlon, nylon and gabardine.

The Nev-R-Spot liner plate is available through distributors, for all presses and to fit all grid plates, the company states.

Lane Stackable Baskets

W. T. Lane & Bros., Inc., has introduced a line of stackable canvas baskets, designed to double and triple the storage capacity of a given amount of floor space.

The baskets are made of heavy-duty duck stitched to a spring-steel rod frame. To provide for tiering, the frame is so constructed that its bottom section rests firmly on the rigid framework of the basket underneath. The baskets have a wood base equipped with runners and easily slide along floors and in elevators, trucks and freight cars. The canvas baskets are lightweight and easily lifted, and can be transported by hand, on hand trucks or by industrial power trucks. The rim of the basket is leatherbound to reinforce against wear.

Baskets come in three sizes: 22 by 14 by 14 inches; 24 by 18 by 15½ inches, and 30 by 18 by 16 inches.

For further information on these stacking baskets, write to W. T. Lane & Bros., Inc., Poughkeepsie, N. Y.

Improved Kennedy Bag

A new improved paper garment bag has been introduced by the Kennedy Car Liner & Bag Co., a pioneer in the development of this type of packaging. Called the Jumbo, the new bag features expansion pleats at the side which increase the girth by 8 inches. There is also less taper at the shoulders.

According to Kennedy, the Jumbo does the work of two or more standard bags since the pleats permit it to slip neatly over bulky garments or several average garments. The bags, it is claimed, are also easier on the garments because there is no pinching at the shoulders.

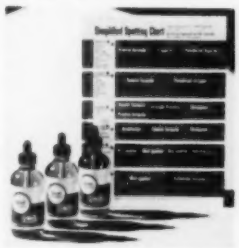
Made in seven sizes, the new Jumbo bags are available in brown or white kraft, plain or printed. Additional information may be had by writing the Kennedy Car Liner & Bag Co., Shelbyville, Ind.

Removable-Slider Zipper

The appointment has been announced of B. & G. Lieberman Co. as sole distributor in the drycleaning and laundry field for the Snagpruf zipper. The new zipper features a removable slider, which can be easily taken off the zipper if it should jam and is easily replaced. The Snagpruf zipper is available in various enameled colors and in standard sizes. Instruction tags and countercards are also available.

Further details may be obtained by writing to B. G. Lieberman Co., 94-14 37th Ave., Jackson Heights 72, N. Y.

Street's Spotting Contest



New "Instructor" spotting bottle kits offered by R. R. Street & Company include the Simplified Spotting Chart and the three "Secret Formula" bottles pictured above. The kits also contain new versions of the seven Street formula bottles.

According to Street's, the new 4-ounce Secret Formula bottles were designed to meet the average spotter's increasing need for dropper-top bottles of the "service" type. Street's sug-

LOCK OUT those TAG LOSSES!

Stop watching those dollars go down the drain! If faulty tags are costing you money in garment replacements, wasted labor and customer irritation, do what hundreds of America's most efficient plants are doing . . . insist on

MARKING TAGS made with Permafiber TAG STOCK

LOSING TAGS?

Tags that tear, disintegrate or shred in processing mean lost dollars. TAGS MADE OF PERMAFIBER STOCK defy the strongest solvents and solutions; won't tear or scuff in work; won't break at fastening point; and they stay with the garment from start to finish.

INK BLURRING?

TAGS MADE OF PERMAFIBER STOCK have a new, non-oily, extra-smooth surface that takes ink more swiftly and holds it indelibly . . . identification as constant and reliable as a finger-print. Clear markings on flat, uncurled tags save precious hours of sorting time.

COLOR RUNNING?

TAGS MADE OF PERMAFIBER STOCK come in *New Bright, Beautiful* Colors that absolutely WILL NOT "BLEED" . . . no danger of ruining garments with running tag colors, no matter what solutions you use. And these distinctive colors give you the most efficient "signal" system!

FOR SAMPLES AND NAME OF THE NEAREST PERMAFIBER JOBBER, WRITE

The last word in Laboratory-Engineered Tag Stock . . . Scientifically Formulated and Control-Tested to stand up under all Laundering and Cleaning conditions . . . dry or wet; to stay flat, flexible, unblurred and color-fast despite the strongest chemicals and solvents. The complete dependability of TAGS MADE OF PERMAFIBER STOCK saves wasted time in marking and sorting, and provides the nearest thing to an iron-clad guarantee that you will lose neither garments nor customers! Don't gamble with your profits; don't settle for less than the best when the best actually costs you less. Follow the leaders . . . test PERMAFIBER stock for yourself and you'll always specify ———

TAGS MADE OF PERMAFIBER STOCK!

Permafiber Corporation

450 SEVENTH AVENUE • NEW YORK 1, N. Y.

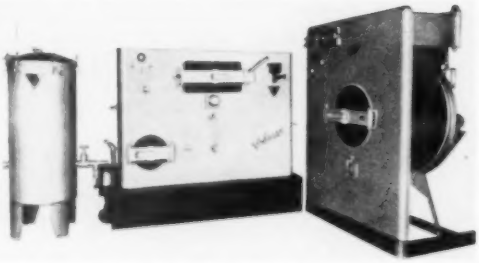
gests that they be used to dispense either the spotter's Secret Formula or basic chemicals such as ammonia, acetic acid, etc.

The new Secret Formula bottles are permanently lithographed in blue and white. The white portion at the top is a satin-etched writing surface, so the spotter may write in the formula name or ingredients with pencil or crayon. In addition, the side of each bottle is graduated with 25 cc marks to provide an accurate measuring guide.

Coincident with the release of these new bottles, Street's announces an international Secret Formula contest for spotters in the United States, Canada, Alaska, Cuba, Hawaii and Mexico. The new Simplified Spotting Chart lists approximately 95 percent of all known stains, and recommends the formulas in Street's seven Instructor bottles for their removal. The Secret Formula contest is slanted toward the remaining 5 percent of the stains, those not listed on the Chart.

An official entry form for the contest is enclosed with each new Instructor kit. The kits are free, but they are being distributed only by Street's jobbers.

New Vic Combination Unit Announced



A drycleaning unit which is actually a combination of three units, known as the Vic Econo, has been introduced by Vic Cleaning Machine Company. The capacity is 108 to 130 pounds per hour, filter capacity 1,500 gallons per hour. Cylinder size is 30 by 22 inches, and solvent storage capacity 105 gallons. The entire unit requires 38 square feet of floor space.

For full details of the new Vic Econo, write to Vic Cleaning Machine Company, Minneapolis 3, Minn.

Arrow Introduces Flat-Clinch Staple

Flat clinch **Usual clinch**

A new type of stapling mechanism, known as the P-98, has been developed by Arrow Fastener Company, Inc., Brooklyn, N. Y. The P-98 ejects a flat clinch staple which is said to lie snugly against the surface of the material stapled in an almost perfect line, and to have no projecting points that could snag other garments or prick the finger. The opening ends are closer together, thus, it is claimed, eliminating any possibility of losing tags fastened to garments.

The Arrow P-98 hand stapler is compact and, since it weighs only 7 ounces, can be carried in a pocket. It loads 100 S-98 all-steel-wire staples.

New Chain Conveyor

The United States Spring and Bumper Company, Los Angeles, Cal., has introduced the new improved Chainveyor, a light-capacity, power-driven, overhead chain conveyor. The Chainveyor handles loads up to 30 pounds on each pendant spaced at 6-inch intervals, or 60-pound loads at 12-inch intervals when supported by two pendants fitted with cross-bar attachment. Conveyor speeds may be adjusted 3 to 9 feet per minute while the Chainveyor is in operation by means of the varispeed drive included on all standard power units. Optional higher or lower speed ranges are available.

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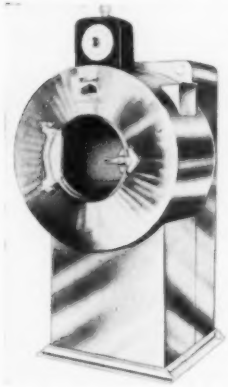
The track is 1⅝-by-⅛-inch slotted tubing. The drive chain has bronze universal joints spaced at 3-inch intervals, to assure equal wheel loading.

New Hammond Washer



The Hammond Laundry and Cleaning Machinery Company has introduced its new Series "C" fully automatic open-end washers. The trade name Dyna-Matic will be used for these washers, which are constructed around the same design used for the company's 25-pound capacity Midget-Matic washer. This new design is said to give a much greater strength, since the entire weight of the machine and stress of the drive are supported by the heavy steel structure. The Dyna-Matic washers will be available in 40-pound, 60-pound and 75-pound capacities.

All of the firm's washers will have the Hammond patented mechanical reverse that eliminates reversing switches and motors. Additional features pointed out by the manufacturer include enlarged bearings, automatic lubrication, and totally enclosed moving parts, as well as the Hammond automatic controls. These controls may be set at any desired formula up to a total of 60 minutes. Extra control discs are available so that the operator can change formulas quickly and easily. The washers are also available with manual controls.

A comprehensive folder is available by writing to Hammond Laundry and Cleaning Machinery Company, Waco, Texas, or to any Hammond dealer.

New Dow Poster

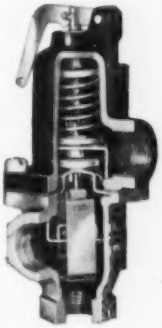
"Cleaner than new" is the theme of the attractive new counter card designed by The Dow Chemical Company, Midland, Mich. The 12-by-9-inch poster illustrated above is intended for use in drycleaning plants employing Dow-Per. It is printed in a striking yellow-and-black color combination and bordered by a simulated frame. The posters are available from authorized Dow distributors.

Abridged Reweaving

An abridged version of its textile reweaving instruction and needle unit has been introduced by Kaycrest Products, 1426 W. Third St., Cleveland, 13, Ohio. The needles are also available separately, the company states.

New Combination Valves

A new line of temperature and pressure relief valves, for use on hot water tanks and heaters, has been announced by McDonnell & Miller, Inc.



Known as the 202 Series, these valves are actually a combination of two valves in one assembly, designed to guard against both excessive pressure and

SOLVINK Removes the Most Stubborn Stains Easily and Safely

says Mr. W. A. Ashmore, Poinsett Cleaners, Greenville, S. C.

"I like Solvink because the method of preparation for applying it to the garment is simple, yet it is sufficiently strong to remove the most stubborn ink stains. And we have found that it removes other stains equally as well!"

That's why Mr. Ashmore, with 27 years of cleaning experience uses SOLVINK regularly.

You will find, too, that SOLVINK removes spots quickly and easily, without harming even the finest fabrics.

SOLVINK is the easy and safe way to remove ink, rust, paint and blood stains. Safe on all white and fast colors.

One set of half pints—$2.25 . . . Use them separately or together, full directions on each bottle.

For economy—Pints, Quarts and Gallons available.

Order from your jobber today on full money-back guarantee, or write Dept. A-102 for free sample.

YOU NEED SOLVINK COMPANION PRODUCTS, TOO

- **TANSOL** for Tannin Stains
- **GREENZYME**—Digestant
- **IODAZE**—for Iodine Stains
- **SIZ-IN**—Hat Size

GREENVILLE CHEMICAL CO.

Corner of E. Stone Ave. & Bennett St., Greenville, S. C.

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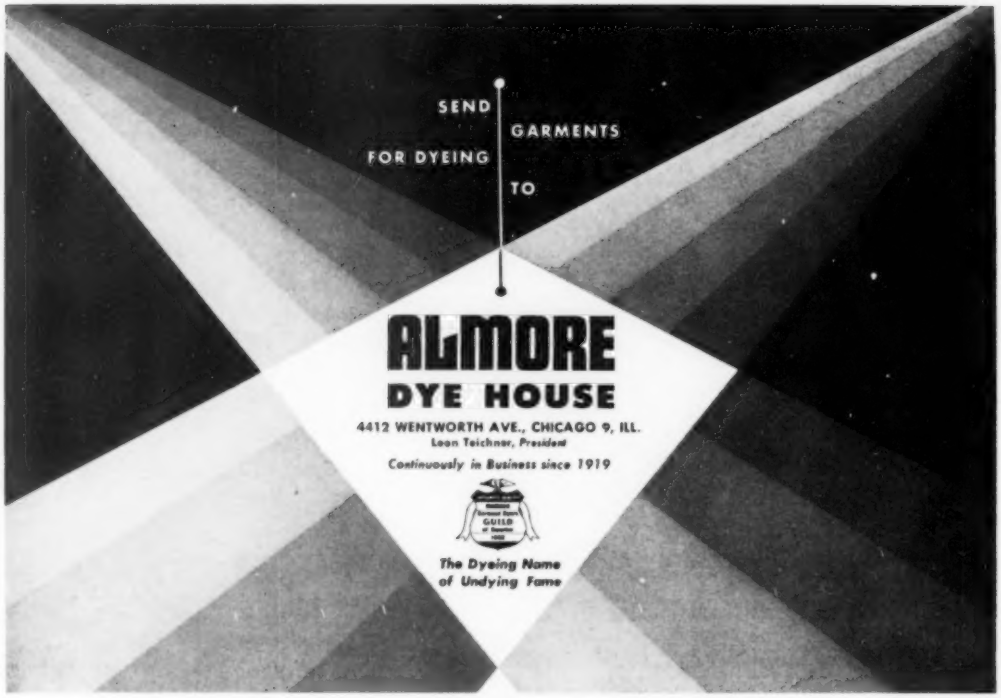
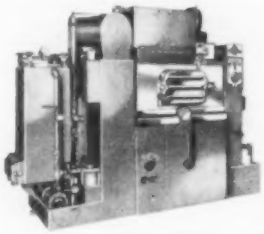


temperature. They are of the automatic reseating type.

The McDonnell 202 Series Combination T & P Valves are available with standard opening pressure settings of 75 lbs., 100 lbs. or 125 lbs. Other pressure settings are available on special order, up to 125 lbs. Temperature-relieving capacities for all valves, regardless of opening pressure, is 725,000 B.t.u. per hour.

Complete information on the 202 Series can be obtained by writing to McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

Shields Drycleaning Unit Improved



A recently announced improvement in the Shields Perchlor Unit is an attachment that permits any load to be treated with water repellent, in 6 to 10 minutes, as an additional operation to the regular cycle. This attachment is available for new machines and also for Shields R-51 and R-51 A in use.

This same attachment, the company states, can be used for mothproofing or for independent soap batch runs. Solutions may be used over and over again.

For complete information write Shields Engineering & Manufacturing Co., 277 E. 156th St., Cleveland 10, Ohio.

Booklet on Film Ads

A booklet describing its "Screen Broadcasts" spot movie ads has been announced by United Film Service, Inc. Especially produced to promote drycleaning service, the film commercials may be shown in local theaters as part of the regular program, along with newsreels and short subjects. The first two-thirds of each film dramatizes the importance of neat, clean clothes in business and social life, and demonstrates how regular drycleaning makes clothes last longer and other benefits. The last third shows the local cleaner's name and address with a selling message.

A free copy of the booklet may be obtained by writing on a business letterhead to United Film Service, Inc., 2449 Charlotte St., Kansas City 8, Mo.

Fantom-Fast Folder

A folder just published by National Marking Machine Co. describes and illustrates the improvements and new features of the company's laundry identification equipment. This includes the air-driven Fantom-Fast marking machine, the new National Listmaker for listing and totaling bundle pieces, the Mark-Lock for locking the marking machine while listing, marking and assorting lamps and fixtures, Fantom-Fast display units, Fantom-Fast marking ink and other identification devices and accessories. The folder also describes the company's available booklets which give instructions for use, installation and maintenance of Fantom-Fast equipment.

Copies of the folder "Fantom-Fast Marches On," may be obtained by writing to the National Marking Machine Co., 4026 Cherry St., Cincinnati 23, Ohio.

Diatomite Film

Johns-Manville, 22 E. 40th St., New York 16, N. Y., has announced completion of a 16 mm, 36-minute sound film in full color covering its diatomaceous silica products called Celite.

Titled "Celite, the Story of How Johns-Manville Puts the Diatom to Work," the film explains how the Celite diatomite deposit was created over five million years ago, how Johns-Manville mines this unusual material and converts it into usable

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forms, and how its unique properties are put to work. The camera takes you into various industrial plants where Celite is used and points out other Celite applications.

This film may be borrowed without charge from any of the 17 Johns-Manville sales offices located throughout the United States and Canada. A folder about the picture and still photographs showing some of the Celite mining and processing operations are also available.

New Hild Circular

A new circular on Hild Floor Machines gives complete, up-to-the-minute information, including specifications for six different models. The circular explains the operation of the patented Hild Shower-feed Brush for on-location shampooing of rugs and tacked-down carpeting. Other Hild features, like the adjustable handle and safety switch, are also described. Photographs show how nine kinds of maintenance work may be done on floors of all kinds using Hild Machines with interchangeable attachments.

A copy of the new circular may be obtained by writing Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.

International Paper Changes

The resignation of J. H. Friend, vice president of International Paper Company, New York, N. Y., and general manager of its Southern Kraft Division, has been announced by John H. Hinman, president. Mr. Friend will continue to serve as a member of the board of directors and will be available in a consultant capacity on special projects.

Succeeding Mr. Friend as general manager of the Southern Kraft Division will be Erling Riis, vice president and assistant general manager.

Pennsalt Regional Sales Meeting

Ways to help plantowners increase volume and improve quality were discussed at a recent meeting of the Pennsylvania Salt Manufacturing Company's Laundry and Drycleaning Department in Philadelphia. Eastern field representatives, gathered for one of a series of regional sales meetings, concluded that these goals could be attained by appreciating customers' needs and by proper use of products for best results.

Attending the meeting were, left to right, standing: J. L. Staubly, research and development; H. F. Convery, technical service; W. R. Downing, supervisor of drycleaning products; T. J. Sullivan; F. J. Kelly; W. W. Martens; Philip Steinweiss; J. W. Buss; D. W. Edwards; H. E. Graeber. Seated: Edmund Dolan; E. J. Jaegger; C. F. Henchey; J. S. Hall, sales manager; Edward Ewell, supervisor of laundry products; J. B. Tevlin; E. S. Garverich, manager of technical service; E. M. Lloyd. Also present at the meeting was J. A. Currin.

Ideas were exchanged by means of panel discussions and training was given on the latest methods of laundry and drycleaning. This meeting also afforded an opportunity for field representatives to observe demonstrations of methods of use for such recently introduced Pennsalt products as the new erustomatic sours, Erusto-Ray and Erusto-Max; for Pensal W, an alkaline detergent for industrial laundering and heavy-duty

Lam-tex Press Pads

spark production and save me money

You see, *lam-tex* molded rubber press pads are produced specifically for the dry cleaning industry to boost production and save costly replacements. And here's how that's done:

- Greater porosity for faster production
- Outlasts other rubber or cotton pads
- Better pressing due to instant vacuum
- No pitting or sticking to cover

Green lam-tex pads are made to fit all makes and sizes of pressing machines. See your jobber today or write direct.

Specify lam-tex for lowest cost—longest life

Pittsburgh TAG COMPANY

1112 Galveston Avenue Pittsburgh 33, Pa.

5 REASONS WHY YOU SHOULD BUY DRISYN

1 DRISYN is a complete concentrate
Drisyn is *all* detergent. Does not contain any moisture or inactive ingredients. It chases soil, grease, fatty acids . . . controls moisture.

2 DRISYN is a penetrant
Gets to innermost recesses of fiber at once . . . lifts soil, emulsifies it and carries it to the filter with minimum frictional action.

3 DRISYN is unbelievably economical
One 5-gallon pail cleans over 32,000 lbs. of clothes!

4 DRISYN is extremely flexible
Use it as a dry spotter, wet spotter or pre-spotter. Completely safe to every classification and color.

5 DRISYN can be used with either batch or charged soap systems

DRISYN is as vital to cleaning as soap is to washing. Ask your jobber or write for free catalog.

CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., Inc.

15 East 26th Street
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CHICAGO
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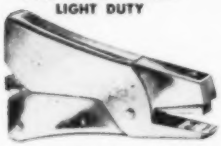
BOSTON

DREW PRODUCTS

ARROW

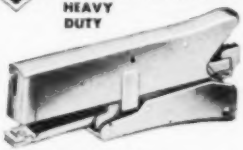
Plier Type Staplers for Tagging Garments

P-98 HAND STAPLER LIGHT DUTY



- Compact, portable—weighs only 7 oz.
- All steel construction—chrome finish
- Loads 100 S-98 staples

P-22 HAND STAPLER HEAVY DUTY



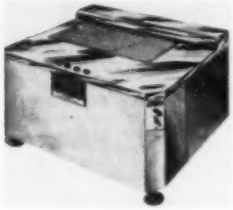
- Throat reach 2½"
- All steel construction—chrome finish
- Same machine loads 150 staples—sizes ¼" and 5/16" leg lengths

Buy from your supplier
Write for jobber set-up

ARROW FASTENER CO., INC.
ONE JUNIUS STREET, BROOKLYN 12, N. Y.

cleaning, and for such drycleaning products as Pensuds, a detergent for wetcleaning operations; Mist, a steam spotter for water-soluble stains, and Flo-Klear, a drycleaning soap for charged systems.

Wrap-O-Matic to American



The American Laundry Machinery Company, Cincinnati, Ohio, has announced that it has been granted the exclusive national sales rights of the Wrap-O-Matic Paper Feeding and Cutting Machine by the Rosenthal Manufacturing Company of Chicago. This agreement covers all sales in the textile-maintenance market.

The Wrap-O-Matic unit automatically feeds and cuts correct paper lengths for various size packages, effecting savings in both wrapping paper and labor costs. It speeds packaging operations, the announcement states, and makes an expert wrapper of any inexperienced employee. The Wrap-O-Matic is self-contained, needing only one 110 volt AC electrical connection.

The Wrap-O-Matic is being used by a number of leading laundries, linen supply and diaper plants. Recently, after extensive tests, the Quartermaster Corps placed an order for a number of these machines, and is specifying them as standard equipment for its laundries.

These machines are now available through all of the American Laundry Machinery Company's sales representatives.

Glenzip Moves

The Glenzip Company of Chicago has been purchased by Henry and C. L. Kahn, who have long been active in the service field in Cleveland, Ohio, according to a recent announcement. Manufacture of Glenzip tools for zipper repair and service on Talon parts will be handled from new and enlarged quarters at 1427 W. Third St., Cleveland 13, Ohio. The Glenzip Company name will be maintained.

Finch Joins Cook

GENE FINCH

John Cook, president of Cook Machinery Sales Company, Dallas, Tex., has announced the appointment of Gene Finch as sales representative to work with jobbers of Cook Washettes throughout the United States.

Mr. Finch, who has been identified with the drycleaning and laundry industry for 10 years, starts on his new job October 1 after completing a

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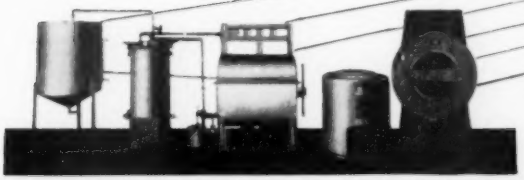
Let This One Machine

New 100% Automatic PETROLEUM-TYPE
"5-Piece "dry cleaning or laundry plant!

Do the Work of These 5!

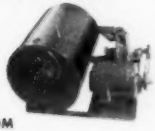
BY JUST PUSHING ONE BUTTON



Write For Data On Automatic or Conventional Type Plants

DRY ROOM

RETURN SYSTEM



AUTOMATIC OR MANUAL WASHING & EXTRACTING COMBINATION

Laundrymen! Cleaners! Here's one of your dreams come true! This all-new push-button unit now does all the jobs that formerly required FIVE machines to do! This is the first such petroleum-type machine available. Available in any size. Get full details today!

INDUSTRIAL
MANUFACTURING COMPANY
Box 607 • San Antonio, Texas

three-months training period at the Cook plant. He will attend the American Institute of Laundering Convention in Atlantic City as one of his first official acts with the Cook organization.

Resillo "Steamflo" Pad

The Resillo Company, Chicago, Ill., has introduced "Steamflo," a new pad for the upper bucks of drycleaning presses. The new pad, Resillo claims, solves the problem of steam flow from the head of the press.

The Steamflo is constructed of many layers of resilient stainless metal mesh, and is designed to fit into any standard grid plate.

According to Resillo, experience with the new pad in use has proved that it eliminates shine. Pressing is said to be faster, because the evenly porous metal mesh allows quick passage of an even cloud of steam, thus eliminating the need for continuous steaming by the presser.

The manufacturer also states the new pads prevent damage to garments, cover cloth and padding on the lower buck since most padding destruction is due to uneven steam distribution causing "hot spots." According to Resillo, Steamflo pads last longer and are simple to install. They are now nationally available at Resillo jobbers in sizes for every make and model of drycleaning press.

Certified Chemical Moves

The Certified Chemical and Equipment Company, Cleveland, Ohio, has moved to its new building at 5366 St. Clair Ave. According to the announcement, larger space was required by the company's increased volume, addition of new products and expansion of research facilities.

Joseph D. Conway, president of the company, has redesigned the 23,000 square feet in the new building so that the most efficient use may be made of it for the manufacture and distribution of the firm's line of carpet and upholstery cleaning equipment and supplies.

New Diamond Subsidiaries

Diamond Alkali Company, Cleveland, Ohio, has announced that it has formed two new subsidiary companies to handle

Stauffer
CHEMICALS
SINCE 1885

CARBON TETRACHLORIDE
99.99% Pure

•

Also

ZOL

Specialty Carbon Tetrachloride Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY

420 Lexington Avenue . . . New York 17, N. Y.
221 North LaSalle Street . . . Chicago 1, Illinois
824 Wilshire Boulevard . Los Angeles 14, Calif.
636 California Street . . San Francisco 8, Calif.
326 So. Main St. . . . . Akron 8, Ohio

Apopka, Fla. • No. Portland, Ore.
Houston, Tex. • Weslaco, Tex.

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Dry Cleaners All Over The Country — Say

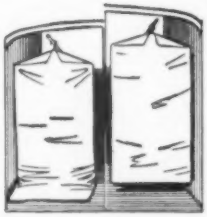
"Call Montpelier First
They can help you choose the right kind of delivery body—designed for YOUR needs"

MONTPELIER DELIVERY VEHICLES DESIGNED FOR THE DRY CLEANER

Montpelier Offers YOU

- **MORE DRIVER COMFORT**
  Curb height step. Comfortable seating. Better driver relation.
- **GREATER EFFICIENCY**
  More head room. Easier handling.
- **MORE FLEXIBILITY**
  Adaptable to any type of loading.
- **MORE PAY LOAD**
  Carries more. Earns more.
- **MORE ECONOMY**

GIVES YOU EXTRA HEIGHT FOR THOSE LONGER GARMENTS TO IMPROVE YOUR CUSTOMER'S SATISFACTION.



MONTPELIER SIDE-AISLE Models available in 4 sizes on chassis of ½ ton and larger.

MONTPELIER URBAN MODELS available in 3 sizes.

Phone, Wire or Write Today for Full Information

Montpelier
MANUFACTURING CO.
MONTPELIER, OHIO
Engineered for Economy
SPECIALIZED DELIVERY VEHICLES

Improve the Quality of Your Cleaning with a *Manitowoc* CONTINUOUS STILL

$398
F. O. B. MANITOWOC

Improve the quality of your dry cleaning and stretch solvent life by adding a Manitowoc synthetic solvent still to your present dry cleaning unit. Provides clean, pure solvent by removing solubles which a filter alone can not accomplish.

Has a capacity of 40 gallons per hour, and may be used for continuous or intermittent distillation. Quickly and easily attached to the solvent line of your present machine. No pump necessary. Bring your present equipment up-to-date, with continuous distillation.

Manitowoc Synthetic
MANUFACTURING DIVISION of MANITOWOC SHIPBUILDING CO.
PERCHLOR DRY CLEANING UNIT

its rapidly increasing volume of export sales. Diamond Alkali Inter-American Corporation will be the sales outlet for Diamond chemicals in Latin America and other countries in the Western Hemisphere outside the United States, while Diamond Alkali International, Inc., will serve all other areas of the world.

Offices and facilities of both new companies will be at 122 E. 42nd St., New York City. S. S. Savage has been elected president of the new export companies.

Manitowoc Reorganized

Officials of the Manitowoc Shipbuilding Company, Manitowoc, Wis., have announced that the three principal product lines of its business will be manufactured by three separate corporations, instead of divisions of the parent company.

The manufacture of dry-cleaning equipment will be carried on through the newly created Manitowoc Engineering Corp., of which J. D. West is president; C. C. Miller, vice president in charge of sales, and Clayton Junion, sales manager drycleaning equipment.

The manufacture of refrigeration equipment and appliances will be handled through the newly created Manitowoc Company, Inc., shipbuilding activities through Manitowoc Shipbuilding, Inc.

Each of the three corporations will have its own separate board of directors and officers and will carry on its manufacturing and distribution activities as an independent unit.

Brunner Appoints Haldeman

Frank C. Hawk, vice president in charge of sales of Brunner Manufacturing Co., Utica, N. Y., has announced the appointment of A. L. "Bud" Haldeman as Brunner district manager in the Cleveland territory. This comprises northern Ohio, western Pennsylvania, northwestern West Virginia, and the Michigan lower peninsula.

Mr. Haldeman succeeds Steve Hanna, who is retiring after 16 years with the Brunner organization.

Eddie Briggs, Brunner representative in the Pittsburgh area, and W. Wassmandorf, Michigan representative, will continue with the company and work under Mr. Haldeman.

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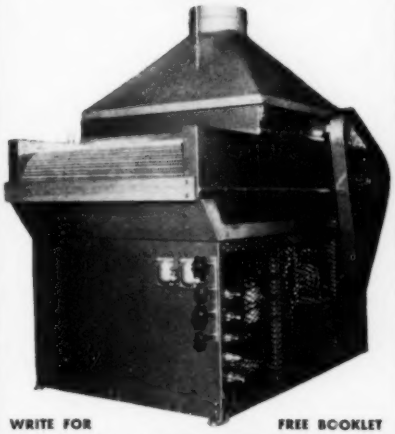
PENETRO PROCESS
JET-ACTION CLEANING



WRITE FOR FREE BOOKLET
M. BLAU MANUFACTURING CO.
Box 269 ALTAMONTE SPRINGS, FLA.

Change in Wrisley Sales Personnel

The resignation of H. R. Schmidt, industrial sales manager of the Allen B. Wrisley Company, Chicago, Ill., has been announced by George A. Wrisley, Jr., general sales manager. Until the company can permanently replace Mr. Schmidt, Allen B. Wrisley III is temporarily taking over the post of industrial sales manager. No change in the company's sales policy is contemplated, the announcement states.

Graduates of New England School

Graduates of the class in drycleaning and spotting recently held in Springfield, Mass., by the New England School of Drycleaning of Everett, Mass., are:

Arsen S. Aghazarian and Paul G. Kurukian, Sunbright Cleaners, Springfield; Angelo J. Cetola and Frank J. Fradianni, Monarch-Aetna Cleaners, Hartford, Conn.; Agnes H. Dawson, City Cleaners, Westfield, Mass.; Alfred Foucher and John Galletly, Brady Cleaners, Pittsfield, Mass.; William Haver, James J. Nicora and David Stein, Mirkins Ideal Cleaners, Springfield; Carleton Lamberton, Robert E. Samble and Richard L. Waltermire, Belmont Laundry, Springfield; Marie E. Masso, Joseph, Melvin J. and Norman Weinstein, Norman's Real Cleaners, Springfield; John F. Narducci and Alfred D. Perugini, Charter Oak Cleaners, Rocky Hill, Conn.

Also: Francis O'Loughlin, O'Loughlin's Laundry, Meriden, Conn.; Louis Rachleff, Milgene Cleaners, Springfield; Alvin B. Reiner, Mayflower Laundry &

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

In 22 years of using direct mail to sell Berlou Mothproofing, we've found four rules that point the way to profitable operations for the small retail businessman.

1—The list is the thing—keep a record of the names and addresses of your customers. They'll account for the biggest percentage of your business next year if you treat them right and send a few letters or cards to them. Make up a list of the people in your sales area you'd like to have as new customers.

2—Set a goal that you want to reach. Lay out a plan to accomplish what you want—using a series of helpful, friendly letters or cards—and stick to your plan.

3—Give your mailings time to work. Continuity is one of its most important rules in successful direct mail, just as in magazine and newspaper advertising.

4—Set aside a portion of your advertising budget for direct mail—enough to carry out your plan.

ADVERTISE BY MAIL

Every BERLOU GUARANTEED MOTHPROOFING dealer has at his disposal everything he needs to conduct successful direct mail advertising campaigns. BERLOU provides copy for sales-proven direct mail letters and smart looking inserts imprinted with your name and address. Mailings can be sent out periodically at a reasonable cost that will bring in extra business. This form of advertising has made thousands of dollars for organizations providing services like BERLOU GUARANTEED MOTHPROOFING, and can make money for you. While building profitable BERLOU MOTHPROOFING business for you, direct mail advertising can help you hold your customers, and return to you those who drift towards other shops. Direct mail is recognized as one of the best ways of advertising for small businesses.

BERLOU IS PROFITABLE

No other service you can offer your customers is more profitable than BERLOU GUARANTEED MOTHPROOFING. Since 1930, dealers like yourself have been using BERLOU to build business, and today, BERLOU is used by more professional mothproofers than any other similar product. BERLOU'S guarantee to pay for moth or carpet beetle damage occurring to treated garments within FIVE YEARS of application is a selling point that customers like. They also like the assurance that Berlou Guaranteed Mothproofing gives them. Remember, and stress these things when you are talking to your customers—whether by direct mail or over the counter. And if you'd like to know more about direct mail advertising for BERLOU GUARANTEED MOTHPROOFING, just write to our advertising department and ask for Bulletin TP#3.

BERLOU MANUFACTURING COMPANY
435 Monroe Street
Marion, Ohio

In Canada: The Berlou Co., (Ltd.) London, Ontario

NOTE: If you are not already a Berlou dealer, write for details of Berlou's Profit Builder Plan today, and learn how you too can increase your net profit from $1000 to $5000 in a single year.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ONLY CYCLONIC COMBUSTION GIVES

Cyclonic Combustion, the revolutionary new flame control used exclusively in Cyclotherm steam generators, reduces heating surface requirements from 5 to just 3 sq. ft. per B.H.P.—produces 66% more heating power per sq. ft.

Cyclonic Combustion controls flame characteristics in a revolving spiral vortex traveling the full length of the furnace to insure the maximum in heat transfer without direct flame impingement or hot spots. This high heat transfer rate enables Cyclotherm 2 pass generators to maintain a guaranteed minimum efficiency of 80% for any steam requirement—at a saving of up to ⅓ the space of conventional package steam generators.

Cyclotherm steam generators with patented Cyclonic Combustion offer these additional features: Full power operation from a cold start in 15 to 20 minutes. Savings up to 50% on maintenance. Greater fuel savings. Boilers designed for oil or gas operation from 18 to 500 h.p., 15 to 200 PSI operating pressure.

Find out how Cyclotherm will fill your steam requirements. Write today for free illustrated folder.

CYCLOTHERM STEAM GENERATORS
DIVISION UNITED STATES RADIATOR CORP.
CYCLOTHERM, DEPT. 33 OSWEGO, NEW YORK

HEADQUARTERS FOR SUPPLIES AND EQUIPMENT

GARMENT RACKS

SPECIAL...

PAINTED
RECONDITIONED
PIPE

6 ft. long, 5½ ft. high with set of 3" rubber swivel casters.

$12.50

CANVAS (Pick-up) BAGS

Your customers will appreciate the added features of individual bags for their particular dry cleaning work when your route man calls. Size 20" x 20" (other sizes available)

37¢ in lots of 100 Sample bag—60¢

Check with order, please

CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street New York 7, N. Y.

Drycleaning, Hartford; O. T. Tarpinian, Mayfair Cleaners, Springfield; Harry and Hyman Roberts, Spic & Span Cleaners, West Springfield; Herman Bosbach and Harvey Fleming, Bosbach Cleaners, Inc., Holyoke, Mass.; Lester W. Buckman and Rudolph Salomon, State Cleaners, Springfield; Lulu Davies, Springfield; Stanley Dymerski, Royce Superior, Holyoke, and Gerald E. Robare, Monotuck Cleaners, Holyoke.

British Trade Directory

The publication of the third edition of its "Directory and Who's Who" has been announced by *Power Laundry*, leading English business paper in the laundry field. Covering both laundry and drycleaning, this 1952 edition includes a buyers' guide, directory of allied trades firms and products, and of trade and professional associations. A new feature is a "Who's Who" giving biographies of well-known people in both industries.

Running to 250 pages, the directory is published by Trader Publishing Co. Ltd., Dorset House, Stamford St., London, S.E.1.

Wool-Orlon Men's Wear

Slacks and men's suits made of a blend of 60 percent wool and 40 percent Orlon will appear on the market the end of this year, it is announced by Du Pont, which produces the Orlon staple. This flannel fabric, made by Bachmann Uxbridge, will appear in slacks by Esquire Sportswear, Inc., and suits by Phoenix Clothes, Inc.

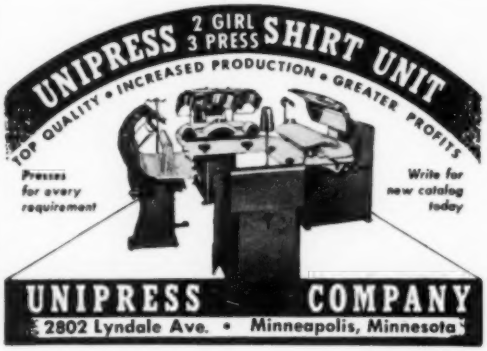
According to the manufacturer, it is not claimed that the garments are washable but it is claimed that they will keep their press and hold their shape even when wet; in fact, that they can be immersed in water, wrung out, and will dry without wrinkling.

Care in Pouring Hot Metal

Some years ago the writer was helping to babbitt some bearings when a sudden explosion blew hot metal into his eye. Fortunately, the injury left no permanent damage, but many others have not been so lucky. The reason for the accident was that enough moisture was present in the mold for the sudden generation of steam, which blew the metal into the eye.

Before pouring hot metal into any vessel or mold of any nature, therefore, make certain no moisture is present. Whenever possible, heat the bearing before pouring the metal, thus driving out all moisture.

Incidentally, you can do a better job of pouring when the bearing is hot.



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PEOPLE AND PLACES

NORTH EAST

Try-Me Cleaners has been opened by L. G. Ayers at Elkins, W. Va.

Parisian Cleaners, owned by Theodore Belisle, has moved to its new plant at 84 Front St., Woonsocket, R. I.

Painters Cleaners, Bluefield, W. Va., has redecorated its store and added new finishing equipment.

Silver Lane Dry Cleaners and Launderers has been opened at 228 Silver Lane, East Hartford, Conn., by Harry Weinstein, an NICD graduate and World War II veteran.

Damage estimated at $10,000 was caused by a fire at Sarni Cleaners, 159 Massachusetts Ave., Back Bay, Boston, Mass. Fire officials blamed careless disposal of a cigaret.

City Cleaners, Williamson, W. Va., has moved to a new modern plant.

A permit to remodel the premises at 409 Main St. Johnstown, Pa., for the new One-Hour Dura Cleaning has been granted to the 409 Main Street Corp.

Feigenbaum Cleaners, 89½ Bay St., Glens Falls, N. Y., recently celebrated the opening of a new building containing a fur storage vault, store and office. Plant improvements include new equipment and other modernization. The firm is operated by Mr. and Mrs. Herman Feigenbaum, who founded it in 1917, and their sons, William and Louis.

Lanton the Tailor, Welch, W. Va., has added equipment, including a new boiler.

NORTH CENTRAL

The new plant of Acme Drive-In Dry Cleaners, owned by William Kafury, has been opened at 429 S. 11th St., Cambridge, Ohio.

Globe Cleaners has been con-solidated with Royal Cleaners and Laundry, 508 E. Green St., Urbana, Ill. Both firms are owned by Homer Chavis.

Clip and Mail Today!

MULTI-CLEAN PRODUCTS, INC.

MULTI-CLEAN PRODUCTS, INC.
Dept. NC 10, 2277 Ford Parkway
St. Paul 1, Minnesota

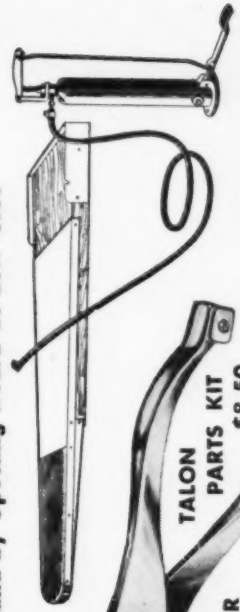
Gentlemen: Send me complete information on the Multi-Clean Method and the items checked below:

- ☐ Rug and Carpet Scrubbers
- ☐ Portable Wet-Dry Vacuums
- ☐ Upholstery Cleaning Machine
- ☐ Carpet Cleaning Manual
- ☐ Rug Shampoo
- ☐ Upholstery Shampoo

Name _____
Address _____
City _____ Zone _____ State _____ NC-10

This Stainless Steel SPOTTING NOSE Provides Extra, Stand-by Spotting Board at Low Cost

Faster **THAN A JET**



Spotting Nose without Board $32.75
. . . with 2" board and chemical tray as shown, 54" overall $42.00
Spotting Unit $29.75

STEAM HOSE
3/16" black, 24¢; 3/16" red, 26¢; 1/4" black, 30¢

TALON PARTS KIT $8.50

ZIPPER REPAIR TOOL
Does any zipper repair job easily and efficiently. No experience necessary. Cuts costs—speeds work **$12.95**

See you at our Booth 240-242
American Institute of Laundering
Atlantic City Oct. 2-5

If your jobber cannot supply you write us

NEWHOUSE COMPANY • 1247 E. Colorado Blvd., Glendale 5, Calif.

The New Economy Gun with Special Jet Tip—breaks up moisture—gives air-fine spray—makes feathering out fast and easy—speeds up spotting work **$5.00**
With interchangeable 5/16" center hole Brush $6.50

New Deluxe Steam Spotting Gun Complete with Jet Tip and 1/4" Center hole Brush **$7.45**

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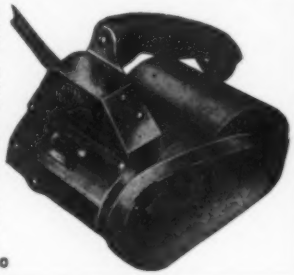
RELIABLE LUSTERETTE

A "MUST" FOR ANY PLANT THAT HANDLES FURS!



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RELIABLE also offers a complete line of **Fur Cleaning & Fur Storage Equipment.** Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault, do it the Reliable way.

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RELIABLE MACHINE WORKS, INC.

231 EAGLE STREET BROOKLYN 22, N. Y.

JUST SET IT ON YOUR BOILER ROOM FLOOR!

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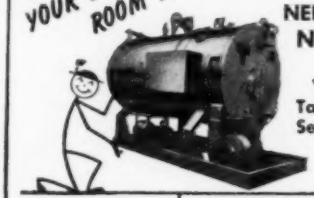

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You Supply Fuel Tank, Gas Vent and Service Connections . . . we supply the rest.

10 to 500 h. p.
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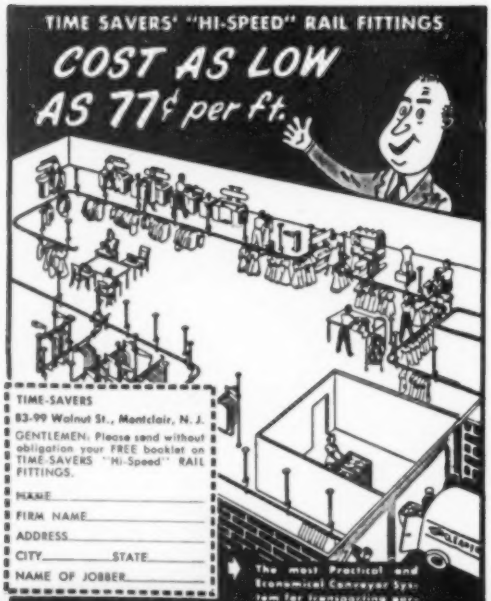
OIL or GAS

AMES IRON WORKS INCORPORATED

BOX L-10 OSWEGO, N. Y.

TIME SAVERS' "HI-SPEED" RAIL FITTINGS

COST AS LOW AS 77¢ per ft.



TIME-SAVERS
83-99 Walnut St., Montclair, N. J.
GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS "Hi-Speed" RAIL FITTINGS.
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ADDRESS
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NAME OF JOBBER

The most Practical and Economical Conveyor System for transporting garments within your Plant.

TIME $AVER$

83-99 Walnut St. • Montclair, N. J.

Annex Cleaners, a branch of Walker's Cleaners, Harrisburg, Ill., has been closed and is now combined with Walker's at its new building at 21 W. Church St.

Hudgens Cleaners, Steele, Mo., has been sold by Harbert Hudgens to Mrs. C. M. P. Frame.

J. V. Stout, president of Gregg Cleaners, Indianapolis, Ind., has announced the opening of a store in the Madison Ave. Shopping Center.

Roy Higgins has taken over Locke's Cleaners, 212 Second Ave. S., Clinton, Iowa, formerly owned by his late brother, William F. Higgins.

Bachelor Cleaners, Main St., Palestine, Ill., is adding a new building at the rear of the plant.

Sealts Cleaners, Lima, Ohio, has opened a branch at Fifth and Bredeick St., Delphos, which will be operated by Mickey Vondran.

A branch of DeLuxe Cleaners has been been opened at 2427 W. Vermont St., Blue Island, Ill.

Model Cleaners, Louisiana, Mo., has been leased by William J. Jelinek to Edward Bandy.

Mr. and Mrs. W. M. Hunter held open house for the new plant of Gardner Cleaners, 817 15th Ave., East Moline, Ill.

Harry Teele, owner of Valley Cleaners, W. St. Paul St., Spring Valley, Ill., has installed some new pressing equipment.

A new drycleaning establishment has been opened in Palmyra, Ind., by Bob Sands and Johnny Rainboldt.

Lake-Ridge Cleaners and Dressmaking has been opened at 324 Lake, Oak Park, Ill., by Mrs. Lillian Paulsen and Mrs. Helen Janicki.

Hart Cleaners has been opened by Zean R. Hart in Onawa, Iowa.

Damage caused by a fire at Peerless Cleaners, Edwardsville, Ill., was estimated at $35,000 by the owner, George A. Turner. A boiler backfire started the blaze by igniting a fuel tank.

Lester Crowell, manager of Able Cleaners and Furriers in Murphysboro, Ill., has announced the opening of a branch at 203 W. Walnut St., Carbondale.

Ole Veum has purchased the Bert Busche drycleaning business in Osakis, Minn., and will operate as Veum's Cleaners.

Louis J. Moroni, owner of Straka's Dyers and Cleaners, 218 E. Cass St., Joliet, Ill., has announced the opening of a branch at Western Ave. and Center St.

Cleanomat Inc., 4510 Joy, Detroit, Mich., has installed the first three of a proposed 300 drycleaning-vending units, at Crowley Milner's, the Wrigley Supermarket and the National Grange. The Cleanomat firm is headed by Bernard Lefko, who is also an executive of Jewett Cleaners, Inc.

Binder Cleaners has opened a new store, at 2726 Higgins, Chicago, Ill., under the management of Mr. and Mrs. E. A. Stretch, Jr.

DeLuxe Cleaners, 115 S. Division St., Bonne Terre, Mo., has been sold by Arthur DeLisle to Clyde Wright and Mr. and Mrs. Mike Borcherts.

The front of LaHarpe (Ill.) Cleaners, owned by James Gordon, has been remodeled.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

GROSS STAR
Aluminum GRID PLATES

99% FREE from "NICKEL" MARKS

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

from your jobber

up to 46" . $14.85
mushroom . 11.00
over 46" . . 19.25

L. BEHRSTOCK CO. 1708 S. State St. Chicago 16, Ill.

Harris Cleaners has been opened by Manford W. Harris at 207 W. National Ave., Brazil, Ind.

Monroe Cleaners, Marion, Ill., has purchased a building on W. Main St. as part of an expansion program.

Eldon B. McVeety, owner of McVeety Cleaners, S. Washington St., Eldora, Ind., has added new finishing equipment. He has also installed a new boiler at the firm's Hubbard establishment.

Veteran Cleaners, Warsaw, Ill., has redecorated and remodeled its store.

Tom and Lillian Bright have opened the new plant of Bright Cleaners on Grant Highway, Marengo, Ill. New equipment has also been added.

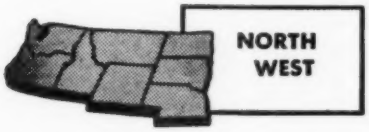
Frank Gorman has bought the interest of his brother, Charles, in Gorman Cleaners, Owatonna, Minn., and is now sole owner.

Magic City Cleaners, 212 N. Fifth St., Moberly, Mo., has been sold by Carl Beck to his son, Harold. The new owner plans extensive remodeling.

Tuckman and Sons, 3514 College Ave., Indianapolis, Ind., will build a modern new plant at 4406 N. Keystone Ave. The firm also operates a branch at 2043 E. 45th St.

New cleaning equipment has been installed at Mercury Cleaners, Galena, Ill.

Mr. and Mrs. Monte J. Brant have purchased Lang's Cleaners, Tipton, Mo., from Mr. and Mrs. Frank Lang.



Owner Ramsay Pearce has remodeled and redecorated the premises of Modern Cleaners, Sandpoint, Idaho, and reopened the business.

A public square dance was held by Marvin Vermeers, owner of Paris-Liberty Cleaners, to celebrate the opening of a new addition to the plant at 1801 W. Broadway, Spokane, Wash.

A remodeling program has been completed at No-D-Lay Cleaners, West Front St., Coquille, Ore., by the owners, Mr. and Mrs. Cliff Bissett.

New cleaning equipment has been installed at Wennstrom Cleaners, Gooding, Idaho.

Burright's Cleaners, 198 S. Church St., Salem, Ore., has been given a permit to build a new cleaning and boiler room.

Calhoun Cleaners, Glenns Ferry, Idaho, has been sold by Mr. and Mrs. Bert Calhoun to Max Swindell.

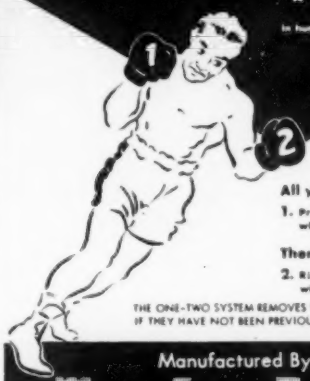
Clifford Patterson has purchased Tucker's Cleaners, 315 N. Water, Silverton, Ore., and renamed the plant Patterson's Cleaners.

Junction City (Ore.) Cleaners has been sold by Leon Stumpff to John R. Ferguson, manager of the business for the past three years.

THE ONE-TWO SYSTEM
KNOCKS OUT STAINS AND SOIL WITH INEXPERIENCED HELP

"WITHOUT rings, swails, set stains, recleaning, drying, feathering or digesting"

A CHAMPION since 1947 in hundreds of successful installations



All you do is:

1. Pre-spot with water activated with MARCLENE Penetrant.

Then without drying:

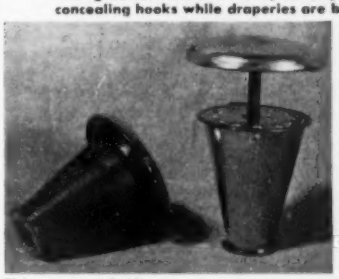
2. Rinse in solvent activated with MARCLENE Detergent.

THE ONE-TWO SYSTEM REMOVES STAINS WITHOUT DIGESTING IF THEY HAVE NOT BEEN PREVIOUSLY SET.

Manufactured By
MARCLENE CHEMICAL PRODUCTS CORP.
1181 JEFFERSON AVE. BUFFALO 8, N. Y.

IT'S HERE ! ! !
The Anderson EASY-LOCK Drapery Protector

—the greatest Time and Money saver yet devised for concealing hooks while draperies are being cleaned



How It Works—

Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.

← Shown open and closed

Hooks locked in—ready for cleaning

Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place — material cannot be damaged. After cleaning, pull top up — twist and it locks open and hooks come out easily. Money back guarantee—order a dozen today.

NOW IN USE BY MANY LEADING DRY CLEANERS
$9.00 a doz.
$105.00 a gross

→ USE THIS COUPON →

ORDER A DOZEN TODAY!

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd. W.E. Jamestown, N. Y.
Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for $9.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.
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WARCO'S TEN-MINIT BLEACH and other products have proven their leadership to thousands of users. Why not join them?

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EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

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LAUNDRY MACHINE CO.
TOLEDO, OHIO

White LABOR-SAVING DEVICES

CLOTHES CART
Handles 350 lbs. Adjustable to 3 levels. Heavy gauge 1" steel tubing. Length 42", Width 20".
$32.50

WASH TUB SET
Water tight. Heavy gauge stainless steel. All smooth surfaces.
Height 33", Length 45"
$89.00

WET CLEANING TABLE
Heavy gauge stainless steel top sloped for drainage. Rounded corners. Height 36", Length 45."
$69.50

CLOTHES RACK
Heavy gauge steel. Double braced on bottom. 3" ball bearing swivel casters. Ht. 67", Lgth. 62".
$27.50

CONTIN-U-RAIL
Overhead Rail Systems For Complete and Partial Systems

- We provide the inexpensive patented fittings.
- You provide 3/4" or 1" pipe.
- You install-it-yourself. No machining.

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ADDRESS _____
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White MACHINE COMPANY
104 Livingston Street
Newark 3, N. J.

George Davis has repurchased Ideal Cleaners, Auburn, Neb., from Jim Sommers, to whom he had sold it in 1948.

Stacey Cleaners and Dyers has opened a new store on S. W. Terwilliger Blvd., Multnomah, Ore., in the Burlingame Shopping Center.

Capitol Cleaners, 815 S. Third St., Bend, Ore., has been sold by Mr. and Mrs. C. V. Schultz to two employees, Mrs. Evelyn Mae Tilden and W. F. McWilliams.

Roy Johnson has sold Johnson's Cleaners, Orofino, Idaho, to Charles W. Musiel, who has changed the name to Chuck's Cleaners.

The city council of Springfield, Ore., has granted drycleaning licenses to Star Cleaners and Charm Cleaners.

A new plant for Advance Cleaners is under construction at Blair, Neb.

A new drive-in plant for Lahlum Cleaners has been opened by Henry Lahlum on First Ave. S., Jamestown, N. D. The old location on First Ave. N. will be maintained as a pickup branch.

University Cleaners has moved to a modern, newly equipped plant on N. Jefferson St., Lexington, Va.

Ben Darby Cleaners and Launderers, which has four plants and about 100 stores on the Florida West Coast, has opened a branch at 122 First St., Lake Wales.

Murray (Ky.) Cleaners has been sold by Leon Pogue to Paul Perdue.

M. H. Askew, owner of Askews Cleaners, Inc., Pollock St., New Bern, N. C., has added a newly equipped cleaning addition to his plant.

New equipment has been installed by Brown's Cleaning Works, Lexington, Va.

A drycleaning establishment has been opened by B. L. Williams on N. Water St., Elizabeth City, N. C.

Swain's Cleaners, 1924 Delaware Ave., Ft. Pierce, Fla., has been granted a permit for a cleaning-room addition.

Zeb's Cleaners, Greensboro, N. C., has added new finishing equipment.

Alexander's Cleaners, Clifton Forge, Va., has remodeled and added new equipment.

An expansion program at Carolina Cleaners, New Bern, N. C., has been announced by the manager, J. M. Albitton. New equipment has been installed and an adjoining new building is planned.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Stadham
PRESS PADS and COVERS

"No matter what the type or style of press or puff iron . . . Stadham fills the need better. Long wearing . . . quality finish . . . increased production."

Write for name of your distributor.

STADHAM
COMPANY, INC. • HEXAGON DIVISION
1825-31 NORTH 20th STREET PHILA. 21, PA.

DOMINION of CANADA

A. V. Tribble, owner of Cotty's Cleaners, Barrie, Ont., has opened a branch in Alliston.

A new plant has been built on Wellington St. N., Galt, Ont., for Preston Cleaners, owned by Clem Baumtrog.

Fotheringham's Speedy Service Cleaners has opened a branch plant at Delta, Ont.

Granville Bros., Vancouver, B. C., has taken over the business of Swan Bros. Ltd. Cleaners in West Vancouver.

Harold Reid, owner of Reid's Cleaners and Dyers, Richmond Hill, Ont., has opened a drive-in plant at Maplegrove and Yonge Sts., Oak Ridges. He will use the Richmond Hill location as a pickup station.

SOUTH WEST

Albert Fiegar has taken over Monty's Cleaners, 52 Winchester Rd., Campbell, Cal., from Rudy Monty.

Mrs. Cecil Hughes has purchased Ray's Cleaners, Montebello and Whittier Blvd., Manhattan Beach, Cal., from Mr. and Mrs. Ray Purdy. The firm has been renamed Nadine's Cleaners.

Penngrove (Cal.) Cleaners has been opened by Harry Geerts in the Russell Bldg.

Vic's Cleaners, El Mercado, 1111 W. Beverly Blvd., Whittier, Cal., has been bought by Mary Hatfield and Marjorie Van Dyke.

Mr. and Mrs. Albert E. Polacek, owners of Vogue Dry Cleaners, Jal, New Mexico, have installed new finishing equipment.

New cleaning equipment has been installed at 101 Cleaners, 2609 El Camino Real, San Mateo, Cal.

Herman J. Jansen, owner of Vogue Cleaners, Salt Lake City, Utah, has announced the opening of his ninth store, at 117 Motor Ave.

Mr. and Mrs. Tom Faller recently closed down Midway Cleaners, Blythe, Cal., for two weeks for enlargement of the plant and installation of new equipment.

F. G. Adcock recently held the formal opening of the modernized plant of Ideal Cleaners, 309 N. Dodson St., Midland, Tex.

Nevada City Cleaners, Broad St., Grass Valley, Cal., has been sold by Mr. and Mrs. Lee Dillard to Mr. and Mrs. Al Wallis.

GLENZIP COMPANY
MANUFACTURERS AND DISTRIBUTORS
1426 W. 3rd STREET • CLEVELAND 13, OHIO

- NOW UNDER NEW OWNERSHIP
- MANUFACTURED AND DISTRIBUTED FROM CLEVELAND
- ORDERS SHIPPED DAY RECEIVED
- COMPLETE LINE OF TOOLS
- BLACK 3 PIECE-SET $14.50
  CHROME 3 PIECE-SET 22.50
  CHROME SINGLE TOOL 4.95
- COMPLETE STOCK OF GENUINE TALON REPAIR PARTS

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NOW—ANYONE CAN DO INVISIBLE WEAVING AT SHOP OR HOME WITH THE KAYCREST NEEDLE

ONLY $2.00 with complete instructions

FULLY GUARANTEED

KAYCREST PRODUCTS
1426 W. 3rd STREET
CLEVELAND 13, OHIO

Steematic
KISCO

VERTICAL WATER TUBE BOILER

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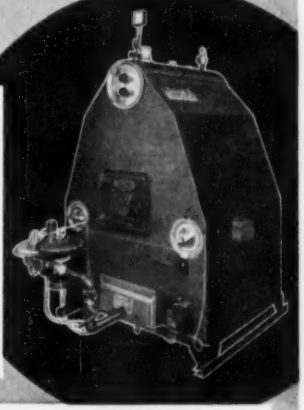

Fast Steaming
Refractory Baffles Retain Practically All Heat Units From Fuel
Completely Insulated
Fully Automatic
Equally Efficient With Stoker, Oil or Gas Burner

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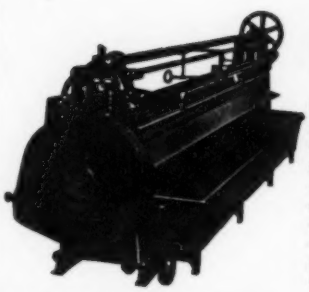

The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO.

CAMBRIDGE CITY • INDIANA •

Pioneer Cleaners, 116 W. Main St., Barstow, Cal., has been purchased by L. E. Pinegar.

Meredith's 7th Street Cleaners, 2349 Seventh St., Port Arthur, Tex., has been remodeled, owner Roy Meredith has announced.

Blue Bonnet Dry Cleaners, Raymondville, Tex., has been sold by DeWitt Thomas to Lloyd Davis, an employee for many years.

Roberson Cleaners has been established at 4815 Main St., Yorba Linda, Cal.

Orpheum Cleaners has taken a store in the new Villa South Shopping Center, Harry and Ida Sts., Wichita, Kans.

Mr. and Mrs. David M. Schrager have opened Lane's Quality Dry Cleaners at 4338 Crenshaw Blvd., Los Angeles, Cal.

OBITUARIES

Dock Whitfield Brown, 60, operator of the D. W. Brown Dry Cleaning Company, Durham, North Carolina, until his retirement several months ago, died August 12 after a long illness. He is survived by his wife, two daughters, three sons, two sisters and two grandchildren.

Harry Diener, 71, president of NuWay Cleaners, Clayton, Missouri, died August 20 of a heart ailment. He was a member of the National Institute of Cleaning and Dyeing and the St. Louis Dry Cleaners Exchange. He is survived by his wife, a daughter and three sons.

Hugh J. Frazer, 54, vice president in charge of all plant operations in the United States of The International Nickel Company, Inc., died in Montreal on August 22. He was a resident of Larchmont, New York. A native of Canada, Mr. Frazer joined The International Nickel Company, Inc., in 1923. He served in various technical and operating capacities, was elected vice president in 1947, and a year later to the post he held at the time of his death. He was also an assistant vice president of the parent organization, The International Nickel Company of Canada, Limited. Mr. Frazer was a member of Canadian and United States technical societies. He is survived by his wife, two daughters and two brothers.

Edward C. Reehorst, 70, president of Reehorst Cleaners, Inc., Rocky River, Ohio, died August 25 after several years of ill health. He was a member of the Na-

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Investigate the amazing

EXCELSIOR

one operator

SILK-FINISHING SYSTEM

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EXCELSIOR MACHINERY COMPANY
1452 Randolph, Detroit 26, Mich.

tional Institute of Cleaning and Dyeing and the Ohio State Association of Dyers and Cleaners. Surviving are his wife, two sons and five grandchildren.

Fred Zwicker, 48, owner of Truman's Dry Cleaning establishment at Youngstown, Ohio, died August 3. He was a member of the board of the West Side Merchants and Civic Association. Survivors are his widow, two sons, a daughter, a brother and two sisters.

MEETINGS SCHEDULED

October 3, 4 and 5—American Institute of Laundering, Annual Convention and Large Exhibit, Atlantic City, New Jersey.

October 30 and 31, November 1—Pennsylvania Association of Dyers and Cleaners, Annual Convention, William Penn Hotel, Pittsburgh.

October 31, November 1 and 2—Ohio State Association of Dyers and Cleaners, Annual Convention, Deshler-Wallick Hotel, Columbus.

November 8 and 9—Cleansing Plant Owners of **Massachusetts,** Annual Convention, Sheraton Plaza Hotel, Boston.

November 29 and 30—Illinois State Cleaners and Dyers Association, Annual Convention, La Salle Hotel, Chicago.

December 7—Wisconsin Drycleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1953

January 16, 17 and 18—Michigan Drycleaners Association, Annual Convention, Durant Hotel, Flint.

January 17, 18 and 19—National Institute of Rug Cleaning, Annual Convention, Sherman Hotel, Chicago, Illinois.

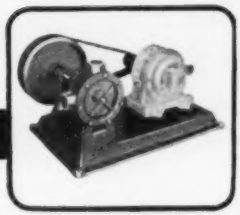
January 24 and 25—Louisiana Laundry & Cleaners Association, Annual Convention, Hotel Bentley, Alexandria.

February 13, 14 and 15—National Institute of Cleaning and Dyeing, Annual Convention and Large Exhibit, Cleveland, Ohio.

March 7, 8 and 9—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Calgary, Alberta.

May 8 and 9—Laundry Owners and Dry Cleaners Association of **Montana, Southern Alberta and Northern Wyoming,** Annual Convention, Helena, Montana.

It Pays to Know
GENUINE
VIKING PUMPS



Know genuine Viking Pumps and what they will do for you. They are the original in the rotary "gear within a gear" principle . . . the leader in the industry.

Remember, please, that Vikings are engineered for your job . . . they are ruggedly constructed, with no small, intricate parts or timing gears to get out of order. Vikings mean long, trouble-free pumping service. Look for the registered Viking trademark or name on every genuine Viking pump. These are your guarantee of Viking superiority.

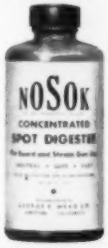
Be sure, when you buy that the pumps you get are genuine Vikings. Write and tell us about your pumping problem. Ask for Bulletin Series 800Q and 200Q. They will be sent free immediately.

VIKING
AN HONORED NAME IN PUMPING

See Our Catalog in SWEETS

Viking PUMP COMPANY
Cedar Falls, Iowa

Digest Spots
with NOSOK
T. M. Reg. PRONOUNCED "NO-SOAK"



NOSOK digests moisture borne stains. No waiting. Apply it, work it, flush with steam. It's simple. Safe as water to fabrics, yet removes all albuminous spots and many unclassified stains. Insist on **NOSOK**. Order from your jobber.

An 8-oz. bottle dilutes to ½ gallon.

Kill Odors
with Rid
T. M. Reg.

With **RID**, you destroy garment odors while removing the stain, right at the spotting board! **RID**, containing *Chlorophyll*, leaves garments clean and "airy-fresh." Order **RID** from your jobber today.

An 8-oz. bottle dilutes to 1 gallon.

RID and NOSOK are the same price.

Money back guarantee

Gentlemen: Please send me, _____ bottles of NOSOK and _____ bottles of RID. (Individual bottles, $2.50 ea. Order 2, pay only $2.25 ea. Order 6 or more, and save at only $2.00 ea.)

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ADDRESS _____
CITY _____ STATE _____

GEORGE E. MEAD CO., 11240 S. ARROYO DRIVE, WHITTIER, CALIFORNIA

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NATIONAL MARKET PLACE

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10¢ a word for the first insertion and 8¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

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Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE? RICHARD J. MULLER**—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel.: REpublic 9-3016. 1451-2

CLEANING PLANTS—All sizes-locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY,** 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 29 years. 4154-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

CLEANING PLANTS, STORES, LOCATIONS AND FUR STORAGE VAULTS, profitable propositions. **FRANK DEUTSCHER,** Broker, 16 Court St., Brooklyn 2, N. Y. 5127-2

ANCHORAGE, ALASKA. Established drycleaning plants. One grossing $250,000 and the other $78,000. Write: UTTERSTROM'S REALTY, 427 "G" St., Anchorage, Alaska. 5088-2

IN CENTRAL OHIO, industrial city of 30,000, complete well-established cleaning plant, counter business, $25,000 volume, 2 panel trucks, all equipment, 2 story brick building with 3 furnished apartments, centrally located, priced reasonable, with or without real estate. **GOOD OPPORTUNITY.** Ray L. Finley, Lic. Broker, 631 N. Broad Street, Lancaster, Ohio. 5072-2

CLEVELAND, OHIO ("Best location in the Nation"), **DRYCLEANING PLANT,** surrounded by large industries, with 3 stores, 12 trucks. Corporation, grossing $125,000 yearly. Full price $45,000, half cash, long-term lease. **CHANCE** of a **LIFETIME.** Exclusive brokers: Klarreich-Kadar Realty, Inc., 2717 Lorain Ave., Cleveland, Ohio. 5140-2

DRYCLEANING PLANT—a gold mine in booming suburban town only 20 miles from Detroit, all modern equipment, also fur storage vault. **GROSS $70,000 YEARLY,** mostly all cash-and-carry, 6-unit apartment building included. Can be bought with or without real estate. For details write: Lars Rydstedt, Homer Realty Inc., 16120 West McNichols, Detroit 35, Mich. 5153-2

FOR SALE—SOLVENT PLANT IN CALIFORNIA. Leading wholesale and retail plant in town of over 100,000 population. With modern equipment. Established since 1925. Yearly gross $150,000. Total price with real estate $150,000, without real estate $80,000 with long lease. **WELL WORTH INVESTIGATING** for the right party. **ADDRESS:** Box 4930, **NATIONAL CLEANER & DYER.** -2

Old, well-established firm in Midwestern town of 75,000 population. Quality cleaning $1.50 price. Approximate gross $65,000. Productive wages average 85¢ per hour. Long lease and option to buy real estate. **$7,500 WILL HANDLE. ADDRESS:** Box 4934, **NATIONAL CLEANER & DYER.** -2

Modern-equipped laundry and drycleaning plant in Illinois, doing $135,000 business annually. A profitable and going concern. On account of age and failing health, present owner must retire from active duty. Will carry 60% of unpaid balance on easy terms. **ADDRESS:** Box 4975, **NATIONAL CLEANER & DYER.** -2

Old-established laundry and drycleaning plant, doing approximately $225,000 per year business. 60% drycleaning, 40% laundry. Located in Fort Worth, Texas, where the **WEST** begins. Modern equipment, deep-well soft water. 8 routes. Will sell equipment and business with or without real estate. Owner wishes to retire. Terms to responsible party. **C. R. PRESSLEY MACHINERY CO., 725 NORTH THROCKMORTON STREET, FORT WORTH, TEXAS. PHONE: FANNING 8738.** 4976-2

LEADING and fully equipped modern petroleum plant, largest in county, average $3,000 a month with absolutely no soliciting. Located on cool Lake Michigan, year-round business. Required $20,000 down, without real estate. **ADDRESS:** Box 4978, **NATIONAL CLEANER & DYER.** -2

Modern drycleaning plant located in southeastern Ohio. Territory covers 30-mile radius from main plant. Five truck routes. Gross $50,000 yearly. Real estate includes cleaning plant, two apartments to rent and only rug cleaning plant in this territory. Will sell business, equipment and real estate, or business only. Also retail outlet store twelve miles away in city of approximately 12,000. Reasonably priced. Write: Attorney R. M. Strode, Bank Bldg., Crooksville, Ohio. 5000-2

RETAIL CLEANING and SHIRT LAUNDERING PLANT, in suburban Philadelphia, with chain of stores. $185,000 annual volume. Navy and Army encampments nearby. Can be purchased with or without real estate. Partners disagree. One partner will remain as manager if required. **ADDRESS:** Box 5024, **NATIONAL CLEANER & DYER.** -2

Quality solvent cleaning plant, Canton, Ohio. $35,000 and over per year. Large brick, tile building, and equipment new 1946. Price $50,000. **ADDRESS:** Box 5029, **NATIONAL CLEANER & DYER.** -2

For Sale—Modern 140F plant in western Iowa, 85,000 population. Large cash-and-carry volume, truck routes can be expanded. Established 18 years. Property includes five-room apartment and garage. Selling because of illness. $26,500 for business and property. **ADDRESS:** Box 5034, **NATIONAL CLEANER & DYER.** -2

COMPLETE MODERN SOLVENT PLANT, in thriving Nebraska city. Approximate volume $50,000. For sale or lease. If interested write Box 5035, **NATIONAL CLEANER & DYER.** -2

Well established 140F solvent plant with cleaning capacity of $2,000 a week. All new equipment. Good counter business. Suburb of Denver, near Rocky Mt. Arsenal. Real estate included, five-room house adjoins. Retiring on account of health. **ADDRESS:** Box 5038, **NATIONAL CLEANER & DYER.** -2

Well worth investigating, modern solvent plant, one truck. Approximate annual gross $26,000. Price $10,000. Owner retiring. **ADDRESS:** New York Cleaners, 22 West Pine St., Orlando, Fla. 5040-2

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FOR SALE—CINCINNATI AREA—Well-established retail plant grossing $100,000 annually. Excellent reputation for quality and service. **ADDRESS:** Box 5062, **NATIONAL CLEANER & DYER.** -2

A REAL GOOD PLANT FOR SALE AT A REASONABLE PRICE OF $40,000. Less than four years old. Hoffman 140F solvent plant. 1949 gross $47,000, 1950 gross $67,000, 1951 gross $73,000. 4,000 sq. ft. of floor space includes shirt laundry. Good small city, good climate, excellent hunting and fishing. Top farming county in the nation, good industrial payroll. Good building lease, low taxes. A well planned plant, best of equipment, a money-maker from the start. The French Cleaners, 133 Caldwell Blvd., Nampa, Idaho. 5064-2

For Sale—Most modern drive-in solvent plant in county of northeastern Ohio. Established 30 years. Steel center, 60,000 population. $1.65 prices. Volume 1951—$102,000. 32 employees. Very modern shirt laundry. 8,800-coat-capacity fur storage. 2—1952 and 1—1951 Chevrolet sedan delivery trucks. Building 52 x 100. Plant 18 x 54. New 50 H.P. automatic gas boiler. Location, heart of city on the main street. Will sell business, equipment and real estate or business and equipment only and lease building. Wonderful opportunity to expand. Selling on account of health. Write: Box 5074, **NATIONAL CLEANER & DYER.** -2

One of **WEST KENTUCKY'S** finest cleaning plants. Doing nice business, extra well equipped. Priced to sell. **ADDRESS:** Box 5085, **NATIONAL CLEANER & DYER.** -2

Solvent plant, central Iowa. Established 26 years. Volume $22,000 or more yearly without solicitation. Excellent opportunity for young couple. Owner wishes to retire. Priced $21,000 with $7,000 down, rest on easy terms. **ADDRESS:** Box 5075, **NATIONAL CLEANER & DYER.** -2

For Sale—A laundry-cleaning plant with help-yourself department in South Florida. Have good long lease. It's a real buy and opportunity for practical man. Now is the time to get ready for the tourist business. Sale price half of the cost. H. R. McCleary, 1944 Karen Club, Fort Lauderdale, Fla., or McCleary Bros., Memphis, Tenn. 5094-2

Excellent cleaning plant in expanding community available. Perfect location. $1,000 weekly volume. Down payment $10,000 gives you this ideal set-up. H. L. Nelson, 1896 Elmwood Drive, Highland Park, Illinois. 5095-2

For Sale: Old-established laundry and drycleaning plant, doing $200,000 annually, located in northern New Mexico, with or without real estate. **ADDRESS:** Box 5097, **NATIONAL CLEANER & DYER.** -2

FOR SALE—SOLVENT PLANT, doing mostly wholesale. Must be sold. For information write: **MODERN CLEANERS,** 1730 E. 20th St., Long Beach, Calif. 5098-2

DRYCLEANING-LAUNDRY-COLD STORAGE PLANT, central Gulf Coast area. AAA building. New, modern, well-maintained machinery. 1951 volume $128,000. Progressive management and salesmanship can double present volume. Four new van-type delivery units, also half-ton panel, all excellent condition. Same ownership past twenty years. Priced at $150,000 with $115,000 cash. Real estate worth asking price. **ADDRESS:** Box 5099, **NATIONAL CLEANER & DYER.** -2

Solvent cleaning plant, good equipment, in beautiful Wyoming big-game country. Ideal location, hunting, fishing. Perfect for man and wife. Can net $6,000 annually. Apartment in rear. Real estate and business $13,000. Dubois Cleaners, Dubois, Wyoming. 5100-2

Solvent plant, 70 miles from Los Angeles, cool climate. No unions. Doing better than $1,300 a week, two routes, 3 call offices. New metal individually motor-driven washers, Pantex presses, 40 H.P. boiler, still, etc. Priced to sell for present replacement cost of equipment only. Good-will free. Established over 10 years under present ownership. $10,000 or less will handle. **ADDRESS:** Box 5101, **NATIONAL CLEANER & DYER.** -2

FOR SALE—Modern, long-established petroleum drycleaning plant and property. Located in the heart of Michigan's wealthiest suburban community, near Detroit, catering to the highest type clientele commanding top price. 50% cash-and-carry and 50% from one truck route. Annual volume $50,000 retail. Will show a $15,000 net profit a year. Address: Mrs. V. E. Albrecht, 1083 Chesterfield, Birmingham, Michigan. 5133-2

For Sale or Lease, medium-sized Hoffman drycleaning solvent plant. Established 1938 in a town between New Haven and Hartford, Connecticut, 15,000 inhabitants. Reason for sale, age. **ADDRESS:** Box 5103, **NATIONAL CLEANER & DYER.** -2

FOR SALE: WELL-ESTABLISHED, PROFITABLE DRY-CLEANING BUSINESS. Modernized equipment. Good location and reputation in north central Ohio, in business 30 years. Owner wishing to retire due to health. **ADDRESS:** Box 5104, **NATIONAL CLEANER & DYER.** -2

Solvent cleaning plant, New Castle, Pa. Established over 60 years. Strictly retail. 1951 gross $172,000. Equipment and property in excellent condition. $35,000 down, balance terms. ADDRESS: Box 5105, NATIONAL CLEANER & DYER. -2

CLEANING PLANT for sale, downstate. Popcorn center of the world. Three pressing machines, Adjusta-Form, Stoddard solvent cleaning system. Priced right. C. P. Lamb, Ridgway, Illinois. 5106-2

ESTABLISHED SOLVENT PLANT, NORTHERN INDIANA. ALL CASH-AND-CARRY, FINEST EQUIPMENT AND LOCATION. SACRIFICE PRICE INCLUDES REAL ESTATE. ADDRESS: BOX 5130, NATIONAL CLEANER & DYER. -2

Modern solvent plant doing $250 weekly. $3,000, terms. Low overhead. **ADDRESS:** 5131, **NATIONAL CLEANER & DYER.** -2

Southern Michigan synthetic plant, fully equipped, downtown location. Priced to sell. Fred W. Godden, 106-110 E. Washington, Jackson, Mich. 5132-2

FLORIDA—solvent plant and shirt laundry in very good town of 35,000. Volume last year $52,000, will increase this year. Good equipment and building. Rent $100. Price $22,000. **ADDRESS:** Box 5134, **NATIONAL CLEANER & DYER.** -2

EMERGENCY SACRIFICE—Established, modern, fully equipped drycleaning plant. Actual investment over $15,000. Accept reasonable offer for quick (enforced) sale. Box 1133, Palm Beach, Fla. 5135-2

NEWEST—compact plant completed fall 1951, costing $30,000. Minimum operating overhead. Gross cleaning, Hoffman finishing equipment. Already doing $600 per week and growing. Man to invest $10,000. Write: 35 Summit Ave., Albany, N. Y. 5102-2

LOOK—Profit-maker—small cleaning and shoe repair plant, Albany, N. Y. Equipment value near $10,000. Doing $30,000 yearly. Volume at $1.00 up, no delivery. Cash $7,000 and $6,500 terms. **ADDRESS:** Box 5126, **NATIONAL CLEANER & DYER.** -2

Synthetic drycleaning business, 2 stores, each fully equipped for cleaning and finishing work, well-established. Volume $70,000 per year. Long leases, good location, Long Island. Sacrifice, other interests. **ADDRESS:** Box 5128, **NATIONAL CLEANER & DYER.** -2

$7,500 BUYS THIS UNUSUALLY WELL EQUIPPED AND MONEY-MAKING PLANT in prosperous Iowa town. $1.25 prices. Mercury unit, Butler still, natural gas. Cool plant in summer. We've done very well here, but want to try another climate for wife's asthma. Come look it over or write for details. Sutherland Cleaners, Sutherland, Iowa. 5141-2

One of Baltimore's foremost cleaning plants. Volume for 1951, $150,000, real estate on main artery, corner property 50 x 100'. All equipment less than 5 years old, individually motorized. 1—30 x 30" Hoffman washer; 1—36 x 54" Hoffman washer; 2—42 x 64" Hoffman washers; 1—40" Amico extractor; 1—48" Amico extractor; 1—10,000 gal. Butler filter; 10—30 x 36" drying tumblers; 5—½-ton panel trucks. Complete spotting, washing and finishing departments. Illness of one of the partners necessitates sale either whole or part. Person or persons financially responsible will need small amount of cash. **ADDRESS:** Box 5142, **NATIONAL CLEANER & DYER.** -2

For Sale—In the heart of the nation's fastest growing community—**SAN FERNANDO VALLEY, CALIFORNIA,** most modern **WHOLESALE AND RETAIL** solvent drycleaning plant. Built and operated by three partners. Employs competent staff. Two 1952 panel trucks. Amount of business warrants price over $125,000. A steal at $90,000. 50% cash will handle. **WRITE:** Box 5143, **NATIONAL CLEANER & DYER.** -2

DETROIT, MICHIGAN suburb, synthetic plant, well-established, neighborhood trade. Gross $15,000 which can be increased easily. Good deal for couple. $7,000. **ADDRESS:** Box 5152, **NATIONAL CLEANER & DYER.** -2

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CLEANING PLANTS FOR SALE (Cont'd)

For Sale: Well-equipped solvent plant, located in Minnesota's most thriving city of 30,000. 1951 gross over $32,000. Price $9,000, long lease on building. **YOUR OWN CLEANERS, ROCHESTER, MINN.** 5144-2

Modern solvent plant, central Missouri town. Good business, good prices, excellent equipment. Will gross $25,000 for 1952. $10,000 cash. Well worth looking into. **ADDRESS:** Box 5145, **NATIONAL CLEANER & DYER.** -2

Drycleaning plant located in Cleveland, Ohio, operated 24 years by the same family. Owner wishes to retire. We own and operate our own chain of stores. Plant, stores and equipment $75,000. **ADDRESS:** Box 5157, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS WANTED

WANTED–PLANTS–ALL KINDS–New York, New Jersey, Connecticut. **BUYERS WAITING–LIST YOURS. RICHARD J. MULLER,** Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

Have buyers available for going cleaning plants. Send details on volume, equipment, prices, real estate involved, together with full asking price and terms. H. L. Nelson, 1896 Elmwood Drive, Highland Park, Illinois. 5096-1

Individual wants to buy drycleaning plant in Illinois or Wisconsin grossing approximately $1,500 weekly. **ADDRESS:** Box 5139, **NATIONAL CLEANER & DYER.** -1

BUSINESS OPPORTUNITIES

WANTED TO BUY–Chemical supply business who have name-brand agencies, catering to the drycleaners in Maryland or nearby states. **ADDRESS:** Box 5120, **NATIONAL CLEANER & DYER.** -11

SITUATIONS WANTED

Technical spotter, employed, strictly sober, dependable, family man, wants manager's position, have small-plant manager's experience. Can be investigated, wants to advance self, drycleaning life trade. Permanency a must. Not best, above average. **ADDRESS:** Box 4853, **NATIONAL CLEANER & DYER.** -5

POSITION WANTED, with a petroleum solvent plant located in the East. Years of experience in medium and large volume plants, specializing in cleaning, spotting and management. Now employed managing a quality plant at $6,500 per year. **ADDRESS:** Box 5063, **NATIONAL CLEANER & DYER.** -5

WORKING MANAGER, REPUTABLE SPOTTER, 20 years quality experience in all phases of the industry. Administrative and technical expert. University graduate. Prefer New England or Metropolitan area, or solid proposition in Florida. **ADDRESS:** Box 5081, **NATIONAL CLEANER & DYER.** -5

WORKING PLANT MANAGER (12 YEARS AS SPOTTER) DESIRES CONNECTION WITH PLANT WITH POSSIBILITY OF BUYING INTO BUSINESS NOW OR LATER. CALIFORNIA PREFERRED. ADDRESS: BOX 5113, NATIONAL CLEANER & DYER. -5

Plant Manager–thoroughly experienced in all departments, including management. Have ten years' experience. Prefer California district. **ADDRESS:** Plant Manager, 3206 W. Lisbon Ave., Milwaukee, Wis. 5114-5

Position as working manager wanted. Can train help in all phases of work. Thoroughly competent in large or small plants. 20 years' experience. Best of references as to character, plus quality of work. Willing to go anywhere in U. S. A. **ADDRESS:** Box 5115, **NATIONAL CLEANER & DYER.** -5

MANAGER OR SUPERVISOR'S position wanted with a future. Thorough knowledge of drycleaning theory and practice. N.I.C.D. and college graduate. Young, personable, married. New York City only. **ADDRESS:** Box 5116, **NATIONAL CLEANER & DYER.** -5

PLANT MANAGER, SILK SPOTTER, N.I.C.D. graduate, thoroughly experienced family man wants position with future. **ADDRESS:** Box 5137, **NATIONAL CLEANER & DYER.** -5

HELP WANTED

WORKING MANAGER for successful wholesale drycleaning plant in Albany, N. Y., to replace overburdened owner. Attractive salary and bonus. ADDRESS: Box 5093, NATIONAL CLEANER & DYER. -7

Wanted:–Working foreman to run solvent-type cleaning department in combination laundry and drycleaning plant, doing about $45,000 per year in drycleaning. Must be able to do spotting and have a good labor-relations record. Plant located in central Connecticut. **ADDRESS:** Box 5117, **NATIONAL CLEANER & DYER.** -7

Garment Dyer–Must have experience as an all-around dyer for a large chain store. State qualifications and salary. **ADDRESS:** Box 5118, **NATIONAL CLEANER & DYER.** -7

All-around man to take charge of solvent plant. Must be first-class spotter and able to handle help. ADDRESS: Box 5147, NATIONAL CLEANER & DYER. -7

WORKING MANAGER, experienced in all departments and capable of training help. Must be first-class spotter. Good opportunity. Write in detail your qualifications if interested in steady long-term employment. State salary. Holzberg's, Inc., Superior, Wisconsin. 5154-7

Superintendent to take charge of a laundry and drycleaning plant doing approximately $2,500 weekly. Experienced in all phases of laundry and drycleaning operations and know how to handle white and colored employees and turn out quality work. Will pay $100 weekly, plus share in profits for the right man. State qualifications. Address C. A. Stergios, White Swan Laundry Cleaners, Memphis, Tenn. 5156-7

TRAINING SCHOOLS AND INSTRUCTIONS

ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you can get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog, covering ten approved courses. **HUBBARD CLEANING SCHOOL,** Silver Spring, Md. 154-B-15

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. Empire Institute of Tailoring, 442 E. 5th St., Hazleton, Pa. 3974-15

LEARN TEXTILE REWEAVING. Invisible repairing (tears, burns, holes) of all textile fabrics. Flexible attendance. Age no obstacle. Day or Evening. Time payments. Write for interesting literature "CD." N. Y. State Licensed. Metropolitan Training Center, 650–6th Ave., New York 11, N. Y. 4837-15

LEARN TAILORING–Outstanding beginning method of making trousers, coats, vests, skirts. Study this authoritative **NEW** book, **TAILORING SUITS THE PROFESSIONAL WAY** by Clarence Poulin. All basic operations shown in 198 clear, step-by-step drawings and photographs, accompanied by concise instructions. Includes cutting, pressing, stitching, measuring, adjusting. Also use of flatiron, pressing quality of cloths, how to remove old creases, gloss and scorches. $4.50. See **FREE** for 10 days, then send money or return book. **CHAS. A. BENNETT CO., INC.,** 5212 Duroc Bldg., Peoria, Ill. 5123-15

SALESMEN WANTED

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesman with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit-sharing plan. State experience and what contacts you have. **ADDRESS:** Box 4337, **NATIONAL CLEANER & DYER.** -14

Man to sell and demonstrate an established line of drycleaning soaps in the Chicago area. Must have following. We welcome inquiries from those now employed in the industry who wish to better themselves. Replies will be held in strict confidence. Our employees know of this ad. ADDRESS: Box 5056, NATIONAL CLEANER & DYER. -14

Salesman with knowledge and background familiar with drycleaning and laundry machinery. Good territory available. **GROSS MACHINERY COMPANY,** Buffalo, N. Y. 5121-14

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SALESMEN WANTED (Cont'd)

SALESMAN—Men's clothing and furnishings, also to help in alteration department, pressing, etc. Permanent. Jay Elam & Sons, Huntington Park, Calif. 5122-14

Fourteen-year-old company needs full or part-time experienced salesman calling on drycleaners. Exclusive product. Exceptionally high commission, bonus and drawing account when ability proven. Net earnings will exceed $10,000. Exclusive territory. Full credit on mail orders. Permanent position. References required. Give full details. Rokeby Chemical Company, Marietta, Ohio. 5149-14

DISTRIBUTORS—JOBBERS—SALESMEN to jobbers. New spotting agent does 98% of wet side spotting, safe, efficient and economical. Nothing like it has been offered to the cleaning industry. Exclusive territory, to be advertised nationally. For information write Box 5150, **NATIONAL CLEANER & DYER.** -14

MISCELLANEOUS

MAKE CLOTH-COVERED BUTTONS AND BUCKLES. Serve your customers and save headaches. **MAXANT BUTTON,** 121 S. Morgan, Chicago 7, Ill. 147-8

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.,** 2610 Clay Ave., Fresno 1, California. 3476-8

100 TALON TROUSER ZIPPERS $11.50, other bargains in zippers, thread, buttons. Ask for our special sale price list and catalog. **NASSAU NOTIONHOUSE, NASSAU, N. Y.** 4778-8

PADS—COVERS—FLANNELS for STEAM PRESSES. A good source of supply at lowest prices, quality considered. Write: **FRANKLIN TEXTILE MILLS, DEPT. N., FRANKLIN PARK, MASS.** 4833-8

JOBBERS, write for samples and prices on our line of covers, cut flannel and knitted pads for all makes of drycleaning presses. **E. L. RUBIN MFG. CO.,** 4 Monroe St., Pittsfield, Mass. 4834-8

SUEDELEATHER elbow and knee **PATCHES** $4.00 for 24—**KNITTED CUFFS** $3.00 for 24. Tailor trimmings, sewing-room supplies at lowest price. Free price list. Nassau Notionhouse, Nassau, N. Y. 4779-8

SAVE EXPENSIVE SEWING LABOR with iron-on adhesive products. Patch linings; tacks cuffs; close open hems; repair rips; reinforce knees, seats and worn areas neatly, quickly without sewing. Write for **FREE PROVE-IT-TO-YOURSELF SAMPLES.** Thermoplastic Adhesive Products, Box 417, Mount Vernon, N. Y. 4902-8

CERTIFIED LEATHER CLEANERS. Leather and suede cleaning and redyeing. 3-day service. Repair work is factory-done. All garments fully insured while in our possession. Jackets—leather $3.00 up—suede $2.50 up. You double your money. Our 35th year. **CERTIFIED LEATHER CLEANERS,** 407 E. Washington Street, Charleston 1, West Virginia. 5068-8

ANDREA MEASURING CHART, it takes length and width at the same time. **CUTS CHECKER'S TIME IN HALF.** M. Andreas, 156 East 88th St., New York 28, N. Y. 5119-8

CURTAIN FRAME MANUFACTURERS' NOTICE:—Pattern for sale. Special clamp and rod attachment to your existing frames, does away with half of your pins or carding cloth **PERMANENTLY.** Eliminates torn edges, giving the curtains a new look. No skill required to operate and faster, too. Can be seen in operation at 1222 Broadway, Long Island City, N. Y. **LOUIS PRIVEN,** c/o Excel Cleaning Co. 5138-8

SNAGPRUF zippers now available for immediate delivery; 11" pants zippers, $2.25 per doz.; 7" skirt zippers, $1.75 per doz.; 12" dress zippers, $2.40 per doz.; sliders alone (fit all zippers), $1.25 a doz. Send for our latest catalog, showing all buttons, zippers and drycleaning specialties. B & G Lieberman Co., 94-14 37th Ave., Jackson Heights 72, N. Y. 5148-8

ROACH KILLER—Non-poisonous—no fumes—no odor. One treatment lasts years. Money-back guarantee. Postpaid $5.00 for generous quantity. **KOSOGLAD LABORATORIES,** 17209 Ardmore Ave., Detroit 35, Mich. 5155-8

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LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 44 Fisherville Rd., Route 10, Penacook, N. H. 3635-25

AT LAST! Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged-garment analysis. Send your solvent samples and damaged garments to: C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio. 4132-25

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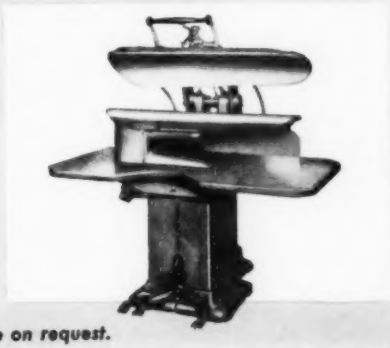

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